

THE CALIFORNIA RESTAURANT ASSOCIATION
San Diego County Chapter *Presents*



SAN DIEGO
**Restaurant
Week** 

SPONSORSHIP INFORMATION

About San Diego Restaurant Week



Held twice annually, this beloved culinary tradition features prix fixe menus from San Diego's best restaurants in 12 unique regions throughout San Diego County.

No tickets or passes are required. Food lovers may simply dine out at as many participating restaurants as they like during San Diego Restaurant Week.

We are the voice of the restaurant industry

San Diego Restaurant Week by the numbers:

- Over **41,739** people subscribed to the SDRW eblast

Social Media Recap



- **36,854** Facebook likes
- **279,342** total post impressions



- **12,555** Twitter followers



- **20,729** Instagram followers
- **146,507** total engagements

TOTAL SOCIAL MEDIA FOLLOWERS: **70,138**

SDRW Website Stats

PAGE VIEWS:

657,220

AVERAGE PAGES/VISIT:

3.97

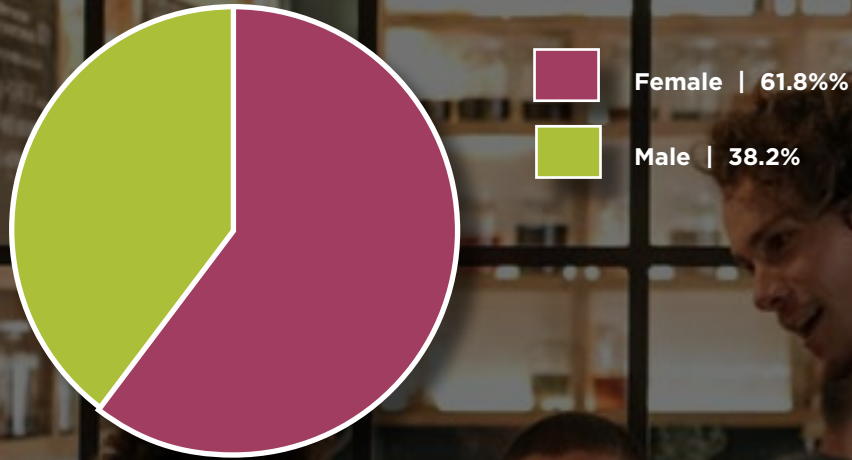
AVERAGE VISIT DURATION:

4:24

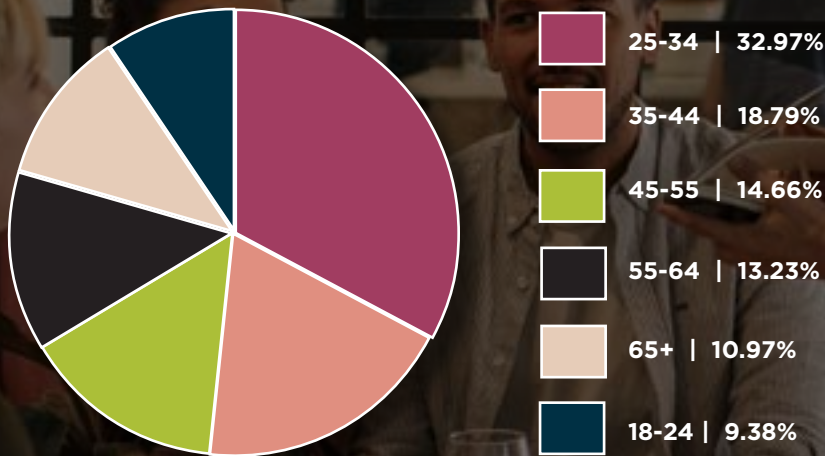
*STATISTICS FOR APRIL 2022

San Diego Restaurant Week Demographics

GENDER



AGE



AVERAGE NEW VISITORS:

74%

CALIFORNIA VISITORS:

91.25%

TOP 15 CITIES - GENERATED WEB TRAFFIC:

- | | | |
|----------------|---------------|-------------|
| 1. San Diego | 6. Escondido | 11. Santee |
| 2. Los Angeles | 7. Oceanside | 12. Poway |
| 3. Chula Vista | 8. San Marcos | 13. Irvine |
| 4. Carlsbad | 9. New York | 14. Vista |
| 5. El Cajon | 10. Encinitas | 15. La Mesa |

Sponsorship Opportunities

WHY BECOME A SPONSOR?

By partnering with San Diego Restaurant Week, you are contributing to the culture of San Diego while getting your business in front of hundreds of thousands of hungry Southern Californians. Restaurant Week is an experience that people look forward to all year and fosters a feeling of excitement and celebration within our community. Your partnership will help Restaurant Week reach new diners and build on the recorded success.

Option to sign up for Fall or Spring or both!

SPONSORSHIP LEVELS

SEASONAL SPONSOR (SPRING OR FALL)

-  Entrée | \$20,000
-  Dessert | \$10,000
-  Appetizer | \$7,500
-  Fork | \$5,000
-  Knife | \$2,500

ANNUAL SPONSOR (SPRING & FALL)

-  Entrée | \$40,000
-  Dessert | \$20,000
-  Appetizer | \$15,000
-  Fork | \$10,000
-  Knife | \$5,000

SPONSORSHIP INCLUSIONS SUMMARY

RESTAURANT FACING	Entrée \$20,000	Dessert \$10,000	Appetizer \$7,500	Fork \$5,000	Knife \$2,500
Logo on Poster/ Check Presenter/Print Ads	Yes	Yes	Yes	Yes	
Banner on Restaurant Email Blast	Yes	Yes	Yes	Yes	Yes
Public Social Posts	2 Facebook & 2 Instagram	1 Facebook & 1 Instagram	1 Facebook or Instagram	Social media inclusion in Fork level sponsor thank you post for diners	Social media inclusion in Knife level sponsor thank you post for diners
Private Restaurant Facebook Group Social Posts	2	1	1	Social media inclusion in Fork level sponsor thank you post for restaurants	Social media inclusion in Knife level sponsor thank you post for restaurants
Offers Messaging to Restaurants	Yes	Yes			
Dedicated Email Blast to Restaurants	Yes				

DINER FACING EXPOSURE

Logo on Website	Yes	Yes	Yes	Yes	Yes
Logo on Sponsor Email Blast Footer	Yes	Yes	Yes	Yes	
Media Print & Digital Ads where applicable	Yes	Yes	Yes	Yes	
Banner on Website	Yes	Yes	Yes	Yes	
Banner on Diner Email Blast	2	2	1	1	1
Cross Promotion with Giveaway or Contest	Yes	Yes			
Banner on Restaurant Profiles	Yes				
Participate in a TV Segment	Yes				
Search Map Branding	Yes				

SPONSOR PROVIDES

- Company logo (300 dpi or higher).
- Web banner ads (size 600x200).
- Payment to the California Restaurant Association within 2 weeks of the Event Start Date.
- Sponsor to promote SDRW on their website and social media channels.

SPONSORSHIP LEVELS

Entrée | \$20,000

Annual Entrée | \$40,000

SPONSOR RECEIVES

- Recognition as Title Sponsor on all print and digital materials
- Logo recognition on SDRW website as the Title (Tier 1) sponsor of SDRW
- Brand mentioned in 2 Facebook posts and 2 Instagram posts prior to and during event
- Brand mentioned in 2 Facebook posts in the private restaurant Facebook group
- Banner ad on each restaurant's profile
- Banner ad on SDRW website in premium placement
- Banner ad in 2 SDRW email blasts to 50,000 diners in premium placement
- Banner inclusion in an email blast to approximately 200+ restaurant owners, chefs and/or managers
- Opportunity to distribute messaging on offers to participating restaurants
- Opportunity to cross promote with SDRW and run a contest/give-away
- Opportunity to have a dedicated email blast to restaurant participants
- Opportunity to participate in a TV segment for SDRW prior to the event on a local station
- Branding recognition framing the interactive homepage map on SDRW website

SPONSOR PROVIDES

- Company logo (300 dpi or higher).
- Web banner ads (size 600x200).
- Payment of \$20,000 to the California Restaurant Association within 2 weeks of the Event Start Date.
- Sponsor to promote SDRW on their website and social media channels.



SPONSORSHIP LEVELS

Dessert | \$10,000

Annual Dessert | \$20,000

SPONSOR RECEIVES

- Recognition as a Tier 2 Sponsor on all print materials and website
 - Banner ad on SDRW website
 - Banner ad in 2 SDRW email blasts to 50,000 diners
 - Banner inclusion in an email blast to approximately 200+ restaurant owners, chefs and/or managers
 - Brand mentioned in 1 Facebook post and 1 Instagram post prior to and during event
 - Brand mentioned in 1 Facebook post in the private restaurant Facebook group
 - Opportunity to distribute messaging on offers to participating restaurants
 - Opportunity to cross promote with SDRW and run a contest/give-away
-

SPONSOR PROVIDES

- Company logo (300 dpi or higher).
- Web banner ads (size 600x200).
- Payment of \$10,000 to the California Restaurant Association within 2 weeks of the Event Start Date.
- Sponsor to promote SDRW on their website and social media channels.



SPONSORSHIP LEVELS

Appetizer | \$7,500

Annual Appetizer | \$15,000

SPONSOR RECEIVES

- Recognition as a Tier 3 Sponsor on all print materials and website
 - Banner ad on SDRW website
 - Banner ad in 1 SDRW email blast to 50,000 diners
 - Banner inclusion in an email blast to approximately 200+ restaurant owners, chefs and/or managers
 - Brand mentioned in 1 Facebook or Instagram post during event
 - Brand mentioned in 1 Facebook post in the private restaurant Facebook group
-

SPONSOR PROVIDES

- Company logo (300 dpi or higher).
- Web banner ads (size 600x200).
- Payment of \$7,500 to the California Restaurant Association within 2 weeks of the Event Start Date.
- Sponsor to promote SDRW on their website and social media channels.



SPONSORSHIP LEVELS

Fork | \$5,000

Annual Fork | \$10,000

SPONSOR RECEIVES

- Recognition as a Tier 4 Sponsor on all print materials and website
 - Banner ad on SDRW website
 - Banner ad in 1 SDRW email blast to 50,000 diners
 - Banner inclusion in an email blast to approximately 200+ restaurant owners, chefs and/or managers
 - Brand mentioned in Fork level sponsor post during event
 - Brand mentioned in Fork level sponsor post in the private restaurant Facebook group
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SPONSOR PROVIDES

- Company logo (300 dpi or higher).
- Web banner ads (size 600x200).
- Payment of \$5,000 to the California Restaurant Association within 2 weeks of the Event Start Date.
- Sponsor to promote SDRW on their website and social media channels.



SPONSORSHIP LEVELS

Knife | \$2,500

Annual Knife | \$5,000

SPONSOR RECEIVES

- Logo recognition on SDRW website as a Tier 5 sponsor of SDRW
- Logo inclusion in sponsor footer on all subscriber email blasts
- Banner ad in 1 SDRW email blast to 50,000 diners
- Banner inclusion in an email blast to approximately 200+ restaurant owners, chefs and/or managers
- Brand mentioned in Knife level sponsor post during event
- Brand mentioned in Knife level sponsor post in the private restaurant Facebook group

SPONSOR PROVIDES

- Company logo (300 dpi or higher).
- Web banner ads (size 600x200).
- Payment of \$2,500 to the California Restaurant Association within 2 weeks of the Event Start Date.
- Sponsor to promote SDRW on their website and social media channels.





Sponsorship Opportunities

SPRING (APRIL)

- Entree | \$20,000
- Fork | \$5,000

FALL (SEPTEMBER)

- Dessert | \$10,000
- Knife | \$2,500

Appetizer | \$7,500

Annual Fall & Spring

- Entree | \$40,000
- Fork | \$10,000

- Dessert | \$20,000
- Knife | \$5,000

Appetizer | \$15,000

COMPANY NAME (LIST NAME AS IT SHOULD APPEAR IN RECOGNITION MATERIALS)

CONTACT NAME

ADDRESS

CITY

STATE

ZIP

PHONE

FAX

EMAIL

FACEBOOK

TWITTER

INSTAGRAM

- Visa AmEx MasterCard Will Mail Check

CREDIT CARD #

EXP

NAME ON CARD

AMOUNT TO BE CHARGED

SIGNATURE

DATE

Agreement

By signing below I agree that I have read the above and I acknowledge that all information listed is accurate.

CONTACT SIGNATURE

DATE

**EMAIL COMPLETED FORMS TO:
SDRW@CALREST.ORG**

Make check out to California Restaurant Association Attn:
SDRW and mail to
621 Capitol Mall Suite 2000
Sacramento, CA 95814

For immediate information, please call
619-496-6007 or email SDRW@calrest.org