THE CALIFORNIA RESTAURANT ASSOCIATION

SAN DIEGO COUNTY CHAPTER PRESENTS



SAN DIEGO Restaurant Week

Spring SAN DIEGO Restaurant Week JAN 24-31 2027

Fall SAN DIEGO Restaurant Week SEPT 12-19 2027

2027 // SPONSORSHIP

About San Diego Restaurant Week

CALIFORNIA RESTAURANT ASSOCIATION
SAN DIEGO COUNTY CHAPTER

Held twice annually, this beloved culinary tradition features multi course menus from over 100 of 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.

SAN DIEGO'S *ONLY* RESTAURANT FORWARD EVENT!

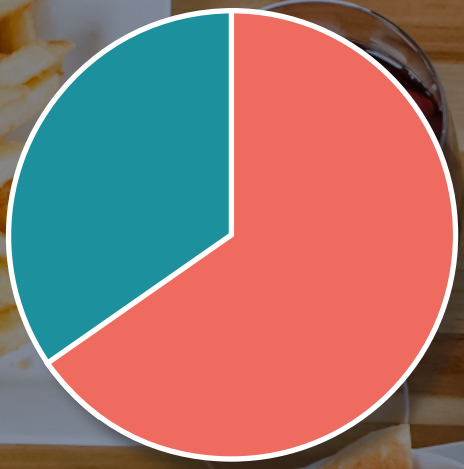
BRINGING DINERS DIRECTLY TO OVER 100+ PARTICIPATING RESTAURANTS... THROUGHOUT SAN DIEGO COUNTY.

ENGAGED AUDIENCE

- OVER **2.4M** EVENT COUNTS
- OVER **636K** EMAIL OPENS
- OVER **1.83M** VIEWS
- OVER **2.5M** VIEWS

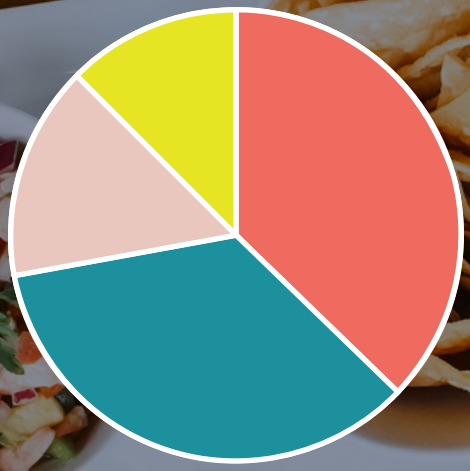
San Diego Restaurant Week Demographics

GENDER



- Female | 67.5%%
- Male | 32.5%

AGE



- 25-34 | 36.7%
- 35-44 | 27.7%
- 45-54 | 14%
- 18-24 | 9.9%

AVERAGE NEW VISITORS:
74%

CALIFORNIA VISITORS:
91.25%

TOP 15 CITIES – GENERATED WEB TRAFFIC:

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

Sponsorship Opportunities



WHY INVEST YOUR MARKETING DOLLARS IN SAN DIEGO'S LARGEST RESTAURANT FOCUSED EVENT!

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.

Maximize your sponsorship by becoming an annual SDRW sponsor!

SPONSORSHIP OPPORTUNITIES

SAN DIEGO RESTAURANT WEEK 2027

SDRW

SPONSOR LEVEL	SEASONAL SPONSOR Jan '27 or Sept '27 One event	ANNUAL SPONSOR Jan '27 & Sept '27 Both events
Entrée	$20,000	$40,000
Dessert	$10,000	$20,000
Appetizer	$7,500	$15,000
Fork	$5,000	$10,000
Knife	$2,500	$5,000

INQUIRE ABOUT MULTI-LEVEL DISCOUNTS

SAN DIEGO RESTAURANT WEEK 2027

SPONSORSHIP INCLUSIONS SUMMARY

BENEFIT	Entrée $20,000 Annual $40,000	Dessert $10,000 Annual $20,000	Appetizer $7,500 Annual $15,000	Fork $5,000 Annual $10,000	Knife $2,500 Annual $5,000
RESTAURANT FACING					
Logo on poster, check presenter & print ads	✓	✓	✓	✓	
Banner in restaurant email blast	✓	✓	✓	✓	✓
Public social posts	2 FB + 2 IG	1 FB + 1 IG	1 FB or IG	Group post*	Group post*
Direct-to-restaurant text messages	2	1	1	Group text*	Group text*
Offers messaging to restaurants	✓	✓			
Dedicated email blast to restaurants	✓				
DINER FACING EXPOSURE					
Logo on website	✓	✓	✓	✓	✓
Logo in sponsor email footer	✓	✓	✓	✓	
Media print & digital ads (where applicable)	✓	✓	✓	✓	
Banner on website	✓	✓	✓	✓	
Banner in diner email blasts	2	2	1	1	1
Cross promotion with giveaway or contest	✓	✓			
Banner on restaurant profiles	✓				
TV segment participation	✓				
Search map branding	✓				

*Included in a group thank-you post or text recognizing all Fork or Knife level sponsors.

SPONSOR PROVIDES

- Company logo (300 dpi or higher)
- Web banner ads (600 x 200)
- Payment in full to the California Restaurant Association within 2 weeks of the event start date
- Promotion of SDRW on the sponsor's website and social media channels

SPONSORSHIP LEVELS

Entrée / $20,000
Annual Entrée / $40,000

SPONSOR BENEFITS

- 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
- 2 Brand mentions in Direct to Restaurant Text Messages
- Banner ad on each restaurant's profile
- Banner ad on SDRW website in premium placement
- Banner ad in 2 SDRW email blasts to 48,000 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 BENEFITS

- 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 48,000 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
- 1 Brand mention in Direct to Restaurant Text Messages
- 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 BENEFITS

- 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 48,000 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
- 1 Brand mention in Direct to Restaurant Text Messages

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 BENEFITS

- 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 48,000 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 Direct to Restaurant Text Messages

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 BENEFITS

- 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 48,000 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 Direct to Restaurant Text Messages

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.



SAN DIEGO
Restaurant
Week

Sponsorship Opportunities

☐ **JANUARY (JAN 24 - JAN 31)** ☐ **SEPTEMBER (SEPT 12 - SEPT 19)**

- ☐ Entree | $20,000
- ☐ Dessert | $10,000
- ☐ Appetizer | $7,500
- ☐ Fork | $5,000
- ☐ Knife | $2,500

☐ **Annual January & September**

- ☐ Entree | $40,000
- ☐ Dessert | $20,000
- ☐ Appetizer | $15,000
- ☐ Fork | $10,000
- ☐ Knife | $5,000

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

CONTACT NAME

ADDRESS

CITY STATE ZIP

PHONE

EMAIL

FACEBOOK 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
Joanna Pearce at 858-336-4340 or
email SDRW@calrest.org