



dine out calgary

From March 5th to 14th, 2010 explore a succulent showcase of Calgary's finest culinary offerings. With seven dining districts, three price points and a cornucopia of flavours from the city's top chefs and restaurants, it all adds up to 10 days of fabulous feasting. Make sure your restaurant is part of the action.

How can I participate?

We will promote the event to the general public; all you have to do is offer a great menu.

Step 1 – feature a set lunch and/or dinner menu at a fixed price of \$15.00, \$25.00, \$35.00 (beverages, tax and gratuity are extra) AND/OR Gourmet option of \$85.00 that includes a beverage pairing (tax and gratuity are extra)

Step 2 – provide the menu offered and restaurant description to us by February 9 to be posted on the Dine Out Calgary website.

Step 3 – provide a gift certificate for dinner for two (minimum \$50.00 value) to be used for extra promotion with Media partners to draw the public back after Dine Out Calgary is over.

What is the Marketing Plan?

All of the promotional media and literature will direct the general public to www.dineoutcalgary.com website which will include your name, location, contact information, selected price point, menu and how to make a reservation

Proposed Media plan includes:

- Radio - Top 3 stations for demo female 25 to 54
- Print – Calgary Herald, Avenue, FFWD
- On-line – twitter and blogs -getdown.ca, centre city etc.
- Banners along Stephen Avenue Walk and other Business revitalization zones

Key Dates:

Application form due – **January 25**

Menu (digital format preferred) – **February 9**

Min. value of \$50 gift certificate for contesting – **February 9**

Front of the Line reservations accepted – **February 17 to 24**

Delivery of posters and billfold inserts to hand out– **February 22**

Dine Out Calgary – **March 5 to 14**

Post event survey – **March 19**

For additional information please contact:

Downtown Calgary representatives:

Caralyn Macdonald at 403-215-1567, or Sophy Kors at 403-215-1572.



MARDA LOOP

