

Happy Valley Culinary Week | June 13 - 19, 2016

PARTICIPATING RESTAURANT REGISTRATION & AGREEMENT FORM

What You Get:

- Full page menu with your logo, address, phone & website printed in the official HVCW Guide Book - 10,000+ distributed locally by the Centre County Gazette. Adjacent ad space also offered for an extra cost.
- Increased promotion and advertising, including traditional print and radio advertisements as well as social media campaigns conducted by the CPCVB's marketing department
- Increase in revenue and awareness. Menu, logo and website link included on the HVCW website, offering apx. 5,000 unique page visits
- Connect with fellow restaurants, local organizations and the community
- An opportunity to showcase your favorite dishes and try new items

What We Need:

- Register your business as soon as possible. Registration & Marketing fee: Regular pricing: \$250 (members) \$300 (non-members)
- Deadline February 23, 2016
- Discounted Early Bird pricing available: \$200 (members) \$250 (non-members) Deadline January 29, 2016
- Menus due March 18, 2016 (*hard deadline*)*
- Menus should offer multiple courses and a variety of items within the prix fixe menu range (lunch= \$6 - \$13; Dinner = \$15 - \$30) Menus must offer diners value as well as creativity
- Present all diners with regular menu and Happy Valley Culinary Week menu
- Attend Participation Meeting on February 9, 2016

**refer to sample menu and former menus for guidance. We are happy to help; please call or email us with questions.*

Key Points:

- Create menus based on offering diners a creative menu with VALUE, encouraging customers to try something new
- Diners appreciate vegetarian and gluten-free options
- Please be prepared to accommodate allergies with substitutions
- Consider increasing your presence by hosting an event, demo, live music, etc. Email us for guidance and ideas.

Attend Participant Meeting February 9, 2016:

- We will distribute promotional materials, collect gift certificates and provide key points for media opportunities at this meeting.
- Someone from your restaurant MUST attend the Participant Meeting to be considered for earned media spots.

Restaurant Contact Info:

Restaurant: _____

Contact Name: _____ Email: _____

Address: _____

Website: _____ Phone: _____

Facebook: _____ Twitter: @_____

I AGREE TO THE TERMS OUTLINES IN THIS AGREEMENT & PLEDGE TO PARTICIPATE IN 2015 HAPPY VALLEY CULINARY WEEK:

NAME: _____ SIGNATURE: _____ DATE: _____

Payment Information

PAYMENT MUST ACCOMPANY THIS FORM IN ORDER TO BE PROCESSED

Early Bird Registration Fees: (deadline Jan. 29)

- _____ \$200 for CPCVB Member
- _____ \$250 for Non-Member
- + three (3) \$25 Gift Certificates

Regular Registration Fees: (deadline Feb. 23)

- _____ \$250 for CPCVB Member
- _____ \$300 for Non-Member
- + three (3) \$25 Gift Certificates

Check enclosed: check number _____

to pay by credit card (Visa & MasterCard accepted) please call Kevin Breon at 814-231-1401

Registration fees are non-refundable