



RESTAURANT PACKET

THE DOWNTOWN BUSINESS
ASSOCIATION

WWW.DOWNTOWNJUNEAU.ORG



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The Downtown Business Association (DBA) is proud to announce the first annual Downtown Juneau Restaurant Week (DJRW).

Similar to other restaurant week campaigns throughout the nation, DJRW is a collaborative campaign to bring diners downtown. We want to connect Juneau with the best in downtown Juneau dining.

DJRW is a great way to engage your restaurant in the community, gain exposure and new customers, and showcase your kitchen with a special menu at an approachable price point. The DBA encourages all restaurants in the downtown area to participate.

Some Quick Facts

When: Sunday through Thursday, February 19 through 23. We want to encourage locals to visit downtown on lower traffic days. Weekend nights are already busy.

Menu: Must be EITHER a multi-course prix-fixed meal OR a specially discounted menu item. The offer can be valid for lunch, dinner, or ideally both. The price point must be approachable, and provide a discount/special that is sufficient enough to motivate new diners to enjoy eating at downtown establishments. For example, if a restaurant chooses to go the pre-fixe route, we encourage restaurants to have a pre-fixe lunch menu no more than \$20 and a dinner pre-fixe menu no more than \$39.

DBA Promotion: A 3-week marketing campaign will be designed for maximum event exposure using social media, newsletters, flyers, email and media outreach. The DBA website will be the main source for DJRW information [www.downtownjuneau.org].

Restaurant Promotion: All restaurants and other participating DBA businesses will be given a Downtown Juneau Restaurant Week Toolkit with print and digital marketing materials. This will include text blurbs, sample menus, sample social media posts, design templates, and an official Downtown Juneau Restaurant Week logo to be watermarked on website and social media posts.

Some Quick Facts

Investment: FREE for DBA members. \$50 for non-DBA members. DJRW participation requires an entry fee for non-DBA members to be used for promotional and marketing efforts.

Deadlines:

- Monday, January 30 – Sign up to be included in the first wave of marketing
- Monday, February 6th -- Last call to participate
- Friday, February 10 -- Menu submission deadline
- Sunday, February 12th – Menu launch

Sign Up: Sign up by sending an email to Dana Herndon at downtownjuneau@gmail.com.



TBD --Punch Cards: The DBA wants to encourage multiple visits throughout DJRW. To do this, every diner will be given a punch card and earn a punch for every time he or she goes out for a DJRW meal. At the completion of DJRW, punch cards will be collected at designated DBA businesses. Diners will be separated into tiered categories to win prizes based on total punches. 8+ punches will be eligible for big prizes like \$100+ gift cards while 1-3 punches will be for smaller prizes like shirts and small gift cards.

THE BENEFITS

This event is designed especially for you and your business. DBA is pleased to work with you and fellow downtown restaurants to create an opportunity to highlight the myriad dining options available in Juneau. What's in it for you? It's all about you!

Branding tools

You will be provided with a DJRW Marketing Toolkit. This will include text blurbs, sample menus, sample social media posts, design templates, and an official Downtown Juneau Restaurant Week logo.

Showcase your menu

DJRW will feature photos, menus, and highlight chefs from your location in our social media and marketing avenues.

This is a perfect time to tell Juneau about what makes you special.

Excellent marketing exposure

Whether you're a well-established restaurant or a new dining option, the marketing exposure will help gain new diners. DBA will target diners of all ages and backgrounds to showcase your restaurants.



RESTAURANT AGREEMENT



- To offer EITHER a multi-course prix-fixed meal OR a specially discounted menu item, from Sunday, February 19th to Thursday, February 23rd at an approachable price that is sufficient enough to motivate new diners to enjoy eating at downtown establishments. For example, if a restaurant chooses to go the pre-fixe route, we encourage restaurants to have a pre-fixe lunch menu no more than \$20 and a dinner pre-fixe menu no more than \$39.
- To use the provided promotional materials and your existing marketing channels to promote your participation in DJRW to diners.
- To not require tickets, discount codes, or coupons for customers to participate.

DBA AGREEMENT



As the organizer of Downtown Juneau Restaurant Week, DBA agrees to:

- Collect, maintain, and display information about DJRW and participating restaurants on www.DowntownJuneau.org.
- Provide a DJRW Toolkit to provide tools and tips to help spread the word to diners and to maximize the impact of the activation.
- Heavily promote the event and participating restaurants using traditional and online media.

NON-DBA MEMBER PARTICIPATION INFO

The DBA encourages all downtown businesses to participate in DBA sponsored events. Non-DBA members are invited to pay a participation fee for each DBA sponsored event so we can cover marketing and promotional costs. Participation fees fund the development of the DBA website [which houses all event information], printed materials, advertising, videos, and extensive advertising in key verticals.

Non-Member Fee for Downtown Juneau Restaurant Week\$50

To bypass event participation fees, we encourage you to become an annual Downtown Business Association member [\$250/yr]. For more information about membership, and its many benefits, please visit the Downtown Business Association website at www.DowntownJuneau.org.



CONTACT

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