

THE GREATER MERRIMACK VALLEY RESTAURANT WEEK RETURNS!

MONDAY, APRIL 22–FRIDAY, APRIL 26, 2024



The Greater
Merrimack Valley
**RESTAURANT
WEEK 2024**

Greetings from the Greater Merrimack Valley Convention & Visitors Bureau!

The Greater Merrimack Valley Restaurant Week Returns! This food-focused promotion and business driver will span five business days from Monday, April 22nd–Friday, April 26th to support local restaurants. Restaurant Week is a wonderful opportunity to foster new relationships between patrons and restaurateurs, and to grow first-time and repeat dining experiences for guests in the Greater Merrimack Valley.

NEW THIS YEAR!

Participating restaurants are encouraged to run a special for **\$20.24** – it can be anything your Culinary Team wants!



40,000

COMBINED SUBSCRIBERS WITH A
REACH OF OVER **1 MILLION** IN 2023!

You can follow the Greater Merrimack Valley 2024 Restaurant Week on Facebook, Instagram and share dining experiences by using hashtags:

#MERRIMACKVALLEY

#DISCOVERMERRIMACKVALLEY

#VISITMA

#MYLOCALMA

As always, we will look to cross-promote the Restaurant Week campaign with several different campaigns. Last year the GMVCVB invested back into the Greater Merrimack Valley restaurants by using promotional funds offered by Massachusetts Office of Travel & Tourism (MOTT) to promote the region and attract visitors.

Let's partner together to reach a broader audience!

Please sign up for Restaurant Week today!
merrimackvalley.org/restaurantweek

Sincerely,

Kimberly Prosper, CMP, CAE
Director of Partnership Development, Engagement & Event Services,
Greater Merrimack Valley Convention & Visitors Bureau



Funded by the Massachusetts Office of Travel & Tourism



The Greater Merrimack Valley

RESTAURANT WEEK 2024

RESTAURANT WEEK REQUIREMENTS

It's time to join the fun! To participate:

- Simply offer a special to showcase your restaurant totaling **\$20.24** (dine-in only) during the promotional period of Mon, April 22nd–Friday, April 26th within your established operating hours.
- Upload a photo of your special when you register online.
- Provide a brief description of the dish when you register online.
- Share your participation on social media (see Social Media Toolkit).

To sign up visit:

merrimackvalley.org/restaurantweek

For Questions Contact:

Kimberly Prosper

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Select a Tier Level if you would like to amplify your promotion.

1 Tier One "Restaurant Week Participant"

- Run one \$20.24 special during Restaurant Week and we will promote it on our web page and social channels.
- Restaurant Week specific art will be provided to post on your social channels.

2 Tier Two "Partner Sign-up Package"

- Includes everything in Tier One.
- Not a Partner? Join today and receive \$50 off these prices for signing up:

2024 Restaurant Partner Investment Structure:

<75 Seats
\$365

Between 76 and 150 Seats
\$415

>150 Seats
\$475

3 Tier Three "Contest Package" \$50 Gift Card

- Partners only.
- Includes everything in Tier One.
- Supply a \$50 Gift Card.
- Contest posted as a Collab Post on both your Instagram and our Instagram.
- You pick a winner and the winner has to pick up the Gift Card at your restaurant.

4 Tier Four "Amplified Package" \$250

- Partners only.
- Includes everything in Tier One. (Also Tier Three if a gift card is supplied.)
- Digital Ad Buy on Social targeted up to 10 miles within your restaurant location.

5 Tier Five "Blast Package" \$500

- Partners only.
- Includes everything in Tier One and Tier Four (Also Tier Three if a gift card is supplied.)
- Dedicated "Sizzle" video reel. Example: <https://www.instagram.com/reel/CzW4iFnOJ4G/>

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