



Dear Yorba Linda Restaurant Owner/Manager,

You're invited to participate in the fourth annual Yorba Linda Restaurant Week, scheduled for August 7-13, 2022.

If you have any questions, please contact us, at [info@yorbalingchamber.com](mailto:info@yorbalingchamber.com) or by phone at 714-993-9537

## Deadlines for Participation

Friday, July 31st, 2022: Submit participation form (information on how to submit is included in this packet)

Participation forms received after the deadline will be placed on a wait-list.

Once your participation is confirmed, you will be listed on the event website, [ylrestaurantweek.com/participating-restaurants](http://ylrestaurantweek.com/participating-restaurants)

## Registration Instructions

Register by Friday, July 31st, 2022

1) Register online: [ylrestaurantweek.com](http://ylrestaurantweek.com)

2) Email completed form to [info@yorbalingchamber.com](mailto:info@yorbalingchamber.com)

OR Mail completed form to:

Yorba Linda Chamber of Commerce

ATTN: Events Coordinator

4801 Park Ave,

Yorba Linda, CA 92886

## Menu Tips & Suggestions

In crafting your Restaurant Week-specific menu, think about the goals of the event:

- Increasing new customer retention from guest at Taste Of Yorba Linda
- Introducing new restaurants and cuisines to local and visiting diners.
- Stimulating off-season business while providing a special value to the customer.
- Raising Yorba Linda's economic vitality and visibility as a dining destination.



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## Benefits to your Restaurant

In addition to Restaurant Week's economic benefits, your business will enjoy certain marketing and media exposure benefits by participating.

### Media Exposure

**Print Publications:** Highly visible window posters, newsletters, and regional magazines.

**Online Promotion:** Active online promotion from the City of Yorba Linda and the Yorba Linda Chamber of Commerce

**Social Media:** Facebook, Instagram, and local food blogs from both the Yorba Linda Chamber Of Commerce & The City Of Yorba Linda

**Email:** Multiple announcements will go out to partner, restaurant, and media databases throughout Yorba Linda

### Benefits

[https://mms.yorbalindachamber.us/Calendar/moreinfo\\_responsive.php?eventid=396880&org\\_id=YORB](https://mms.yorbalindachamber.us/Calendar/moreinfo_responsive.php?eventid=396880&org_id=YORB)  
Restaurant week is a great way for businesses to draw in new customers, while also keeping existing customers satisfied and interested.

Here are a few reasons why joining Restaurant Week is a good idea:

- 1) Although you may be offering your meals for reduced prices, restaurant week brings in more foot traffic. Specials and low costs increase demand and exceed the profit margin lost from discounts.
- 2) Restaurant week gives you the chance to display your food and services, creating the opportunity to find more frequent customers.
- 3) Taking part in restaurant week can boost your reputation as a high-quality and involved restaurant in your community.
- 4) Participating in Restaurant Week can also help improve the local economy and build the city's reputation as a popular dining destination.



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## 2022 YORBA LINDA RESTAURANT WEEK PARTICIPATION FORM

### Restaurant Information

Restaurant Name: \_\_\_\_\_

Restaurant Address: \_\_\_\_\_

Restaurant Phone Number: \_\_\_\_\_

### Online Information

Website URL: \_\_\_\_\_

### Contact Information

Contact Name: \_\_\_\_\_

Title: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

### Type of Promotion

It is **HIGHLY** recommended to create a special menu, drink pairings, or discounted deals during this week, but it is not a requirement. The promotions and deals that you can offer will bring in more customers to your restaurant. Please attach your special menu with this form or email us.

Restaurants who do not have a special offering during this week will be listed on the bottom of our participating restaurant week page, below other participants offering promotions.

**Please review and sign attached contract on following page.**



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## 2022 YORBA LINDA RESTAURANT WEEK PARTICIPATION FORM

We are dedicated to making this event simple and accessible. In return, we ask for your cooperation. If you do not meet the terms of the guidelines outlined below, you will not be eligible to participate in this year's event. By signing below, you agree to comply with the following guidelines for participation:

### Requirements - Before

#### Friday, July 31st

- Sign the participation form and return in one of two ways, or sign up online:
  - Sign up online: [ylrestaurantweek.com](http://ylrestaurantweek.com)
  - Complete and email to [info@yorbalindachamber.com](mailto:info@yorbalindachamber.com), or
  - Mail to Yorba Linda Chamber of Commerce  
4801 Park Ave.  
Yorba Linda, CA 92886

#### Starting Wednesday, August 3rd

- Begin displaying Restaurant Week Posters (you will be provided with these) in visible areas.
- Distribute Restaurant Week advertising (postcards, flyers, graphics) to guests to inform them about the upcoming event.
- Promote Restaurant Week on your social media pages using our marketing kit

### Requirements - During

1. Complete Restaurant Week Participation Survey following the event.
2. Promote your Restaurant on Social Media and tag [#ylrestaurantweek](https://twitter.com/ylrestaurantweek).

Name: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Please return this form by July 31st, 2022 by email at [info@yorbalindachamber.com](mailto:info@yorbalindachamber.com) or by mail to Yorba Linda Chamber of Commerce 4801 Park Ave, Yorba Linda, CA 92886**