



**POCONO MOUNTAINS**  
RESTAURANT MONTH

**“Taste of the Poconos”**

**- April 22 to May 19, 2019 -**



**RESTAURANT SPONSORSHIP PACKAGES**

**Expand Your Reach and Showcase Your Restaurant to Thousands of Potential Customers in the Poconos and Surrounding Regions.**

**[PoconoRestaurantMonth.com](http://PoconoRestaurantMonth.com)**  
**[PikeChamber.com](http://PikeChamber.com)**





## “Taste of the Poconos” - April 22 to May 19, 2019 -

Dear Restaurant Owners,

The Pocono Mountains Visitors Bureau (PMVB) and the Chambers representing the four counties of the Pocono Mountains are teaming together to kick off the first **Pocono Mountains Restaurant Month** “*Taste of the Poconos*” Campaign. Carbon County has been successfully organizing a restaurant week for the past five years titled the “Taste of Carbon County.” New for 2019, we are excited to announce the new partnership and present **Pocono Mountains Restaurant Month** encompassing the four counties of the Pocono Mountains: Wayne, Pike, Monroe and Carbon in northeastern Pennsylvania.

### **What does this new partnership with the PMVB mean for participating restaurants?**

The Pike County Chamber of Commerce will not only be promoting your restaurant and **Pocono Restaurant Month** on a county level, but the PMVB will also provide additional media spending and promotional ties to support **Pocono Restaurant Month** on a regional level. Advertising will be comprised of numerous mediums and formats: at the outset, a mix of television, radio, digital, and social. The campaign will flight approximately eight weeks beginning a month *prior* to the event and *during* the four weeks of the promotion. This affords all participating restaurants prime and expanded exposure throughout the Pocono Mountains and surrounding regions.

### **So, how can you participate in all the excitement of Pocono Restaurant Month -*The Taste of the Poconos*?**

Please review the detailed sponsorship packages on the pages to follow, select the sponsorship package which aligns with your budget and follow the instructions on page 4.

Deadline to participate and for all advertising materials is **FRIDAY, MARCH 8TH.**

**PLEASE NOTE:** Your restaurant must be a member of either the PMVB or the Pike County Chamber in order to purchase a restaurant sponsorship package. If you are not a member of either association, you can purchase a Classic Package ONLY OR you can join the Pike County Chamber as a member. ***However, if you do purchase a sponsorship package of Bronze or greater, the PMVB will provide you a complimentary Restaurant Membership for the remainder of the 2018-2019 Fiscal year. You can continue that membership for the upcoming year after June 30, 2019 at the normal membership fee.***

We look forward to partnering with you this year, so that TOGETHER, we can showcase your business to thousands of new customers!

Thank you,

**The Pocono Mountains Visitors Bureau and the Pike County Chamber of Commerce**



## AVAILABLE SPONSORSHIP PACKAGES

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- **Platinum Sponsor: \$1000.00 and (4) \$50 Restaurant Gift Cards Donation (A \$5,000+ Value)**
- **Gold Sponsor: \$600.00 and (3) \$50 Restaurant Gift Cards Donation (A \$3,000+ Value)**
- **Silver Package: \$400.00 and (2) \$50 Restaurant Gift Cards Donation (A \$2,000+ Value)**
- **Bronze Package: \$200.00 and (1) \$50 Restaurant Gift Card Donation (A \$1,000 Value)**
- **Classic Package: \$50.00 and \$25 Restaurant Gift Card Donation**

*Sponsorship details below. Note Gift Cards included in these packages will be used for media partners and/or social media contests and marketing to get more value out of our media buys.*

### **Platinum Sponsor: \$1000.00 and (4) \$50 Restaurant Gift Cards Donation**

- Premium placement on **PoconoRestaurantMonth.com** and on all advertising mediums listed below. This may include and not limited to:
  - Mentions or tags on Restaurant Month Radio spots\*
  - Mentions or tags on Restaurant Month TV spots\*
  - Mentions on Print Advertising
  - Digital and social advertising will drive traffic to **PoconoRestaurantMonth.com** where your premium placed listing is located
  - Mentions on OOH (Out-of-Home) mediums: digital and/or static outdoor advertising
  - Mentions on Email Blasts
  - Mentions in Press Releases
- “First Tier Location” PMVB Restaurant Listing on **PoconoRestaurantMonth.com** and your respective Chamber’s landing page. *(This listing may include: restaurant name, contact info, YouTube link to spotlight video, link to restaurant website, downloadable menu in PDF format.)*
- 3-minute Business Spotlight Video created by Dave Figenshu Digital Media that will showcase your business *(for one business)*. Video will be featured on your PMVB listing, your respective Chamber’s website, Pocono Mountains YouTube Channel playlist for Restaurant Month and social media posts will link to Pocono Mountains YouTube Playlist and rotated on your respective Chamber’s homepage and Restaurant Month landing page. *(Your business will receive the finished video for your own use and distribution.)*

*\*Mentions or tags will be determined once buy is placed, rotation of names will also depend on the number of Platinum sponsors.*

## Gold Sponsor: \$600.00 and (3) \$50 Restaurant Gift Cards Donation

- Placement on **PoconoRestaurantMonth.com** and on all advertising mediums listed below. This may include and not limited to:
  - Mentions on Print Advertising
  - Digital and social advertising will drive traffic to **PoconoRestaurantMonth.com** where your premium placed listing is located
  - Mentions on OOH (Out-of-Home) mediums: digital and/or static outdoor advertising
  - Mentions on Email Blasts
  - Mentions in Press Releases
- “Second Tier location” PMVB Restaurant Listing on **PoconoRestaurantMonth.com** and your respective Chamber’s landing page. *(This listing may include: restaurant name, contact info, YouTube link to spotlight video, link to restaurant website, downloadable menu in PDF format.)*

## Silver Package: \$400.00 and (2) \$50 Restaurant Gift Cards Donation

- Placement on **PoconoRestaurantMonth.com** and on all advertising mediums listed below. This may include and not limited to:
  - Mentions on Print Advertising
  - Digital and social advertising will drive traffic to **PoconoRestaurantMonth.com** where your listing is located
  - Mentions on Email Blasts
  - Mentions in Press Releases
- PMVB Restaurant Listing on **PoconoRestaurantMonth.com** and your respective Chamber’s landing page. *(This listing may include: restaurant name, contact info, YouTube link to spotlight video, link to restaurant website, downloadable menu in PDF format.)*

## Bronze Package: \$200.00 and (1) \$50 Restaurant Gift Card Donation

- Placement on **PoconoRestaurantMonth.com** and on all advertising mediums listed below. This may include and not limited to:
  - Mentions on Print Advertising
  - Mentions on Email Blasts
  - Mentions in Press Releases
- PMVB Restaurant Listing on **PoconoRestaurantMonth.com** and on your respective Chamber’s below Featured Listings. *(Restaurant Name & Contact Information ONLY-No Menu Download)*

## Classic Package: \$50.00 and \$25 Restaurant Gift Card Donation

- Restaurant name only listed as participating on **PoconoRestaurantMonth.com** with a link to name listing on your respective Chamber's landing page.



## HOW TO ORDER YOUR SPONSORSHIP PACKAGE

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### DEADLINE FOR PARTICIPATION & SUBMISSION OF REQUESTED MATERIALS IS MARCH 8, 2019

- Once you have reviewed the available sponsorship packages, please complete the provided form ***in its entirety***. Either call or email your completed form, your hi-resolution logo (300 dpi), **and your Restaurant Month Menu (unformatted) in a Word document for Platinum, Gold and Silver Packages ONLY** to the Chamber representative listed at the bottom of this form. **(PLEASE NOTE that your Chamber will insert your menu into a Pocono Mountains Restaurant Month template and provide you with a PDF of your formatted menu. We ask that you print and distribute this menu to your customers during Restaurant Month. Also, ask your Chamber representative about printed color templates for you to use for your own menu printing.)**
- Gift Card Donations are to be either mailed or dropped off to the Pike County Chamber, Milford Community House, Suite #2, Broad St, Milford, PA 18337
- Your Chamber representative will then contact you to confirm receipt of your sponsorship package order. For sponsorship, you will receive an invoice from the Pocono Mountains Visitors Bureau. For Chamber membership (if applicable), you will receive an invoice from your Chamber.

**Please be sure to have your staff promote Restaurant Month to your customers as well as promote on your website and social media pages.**

### Menu Specifications:

- Offer a fixed price menu featuring “enticing” specials; offer this during restaurant month. It is best to make sure these are your crème de la crème offerings, and that they can be purchased on a regular basis!
- Ideas for menus (YOU pick your price/offering based on your menu items):
  - \$5 Breakfast – “pick from five specials” ... includes coffee
  - \$10 Lunch – includes your choice of a sandwich, cup of soup, dessert, and n/a beverage
  - \$25 Dinner – choose one appetizer, entrée, and dessert from each list

**Questions:** Please contact your Chamber representative: **Lee Ann Camarero at 570-296-8700 | [info@pikechamber.com](mailto:info@pikechamber.com)**.



## **“TASTE OF THE POCONOS” RESTAURANT SPONSORSHIP FORM**

**DEADLINE FOR PARTICIPATION & FOR SUBMISSION OF REQUESTED MATERIALS IS MARCH 8, 2019**

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

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

Billing Address: \_\_\_\_\_

Restaurant Telephone Number: \_\_\_\_\_

Restaurant Website: \_\_\_\_\_

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

Restaurant Contact Best Phone Number: \_\_\_\_\_

Restaurant Contact E-mail Address: \_\_\_\_\_

**To be eligible for a sponsorship level of Bronze or greater, you must either be a member of the Pocono Mountains Visitor Bureau or the Pike County Chamber. Please see letter on Page 1 for details.**

Are you currently a member of the Pocono Mountains Visitors Bureau?  Yes  No

If not, are you interested in becoming a member of the Pocono Mountains Visitor Bureau?  Yes  No

Are you currently a member of the Pike County Chamber of Commerce?  Yes  No

If not, are you interested in becoming a member of the Pike County Chamber of Commerce?  Yes  No

**Please contact your Pike Chamber representative: Lee Ann Camarero at 570-296-8700 or [info@pikechamber.com](mailto:info@pikechamber.com) to place your order and submit your order form, hi-res logo and unformatted menu in a Word document on or before the submission deadline: **March 8, 2019**. (Gift Card Donations are to be received by the Pike County Chamber on or before **March 8, 2019**.)**