



Placer County Visitors Bureau

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Join Visit Placer Restaurant Month Celebration: Mandarin Style!

Dear partner,

On behalf of the Visit Placer team, I'm excited to invite you to join us in celebrating California Restaurant Month, a statewide celebration of California's amazing culinary diversity, which will take place throughout the month of January 2019. California Restaurant Month was created by Visit California in 2011 and it's become increasingly popular every year since.

This is the first year that Placer County will be participating with our theme "Placer Celebrates Mandarins." We are super excited for the opportunity to celebrate one of Placer County's signature crops. So many of our great restaurants, caterers and breweries have featured mandarins over the years – and January is the height of mandarin season – we thought it was a perfect marriage.

There are many regions and destinations throughout the state taking part in this celebration and Placer County's participation will be January 4-13, 2019: a perfect time to eat healthy after the holidays. And the best part of all? It's FREE to participate!

While we encourage all our restaurants to feature mandarins, in our campaign this year, we will be featuring ten (10) of the participating restaurants and breweries in order to ensure maximum exposure for our partners, as well as the best possible experience for visitors and customers.

To join the Visit Placer Restaurant Week program, please fill out the accompanying registration form and return NO LATER than **Friday, November 30**. To learn more about California Restaurant Month, visit www.DineInCA.com.

We look forward to partnering with you in this great opportunity to showcase one of Placer County's great agricultural assets and the influence on our dining culture! If you have any questions, please don't hesitate to call.

Warm regards,

Rob Haswell
CEO, Visit Placer
530-887-2111
530-852-2340 (cell)
rhaswell@visitplacer.com



Placer Celebrates Mandarins January 4-13, 2019

California Restaurant Month:

California Restaurant Month is a promotional initiative created in 2011 by Visit California, designed to encourage post-holiday travel to the Golden State during the month of January and to continue to position the state as the top culinary destination in the country.

California Restaurant Month takes place during the entire month of January with participating destinations selecting a specific timeframe to highlight. Visit Placer will be partnering with Visit California for the first time to participate in California Restaurant Month, January 4-13, 2019.

California Restaurant Month offers:

- Access and exposure for first time diners
- Opportunity for earned media and social media exposure for your brand – opportunities through both Visit California and Visit Placer
- Increased traffic during a traditionally soft period
- Promotes local restaurant community overall

Placer Celebrates Mandarins:

To highlight our signature citrus crop in Placer County, Visit Placer has chosen the theme of “Placer Celebrates Mandarins” for our Restaurant Week promotion. This will celebrate our local agriculture, provide a common theme to unite the program, and offers a unique media hook. Mandarins can be used as part of a main dish, salad, sauce, dessert or even a cocktail or beer. **The only requirement is that you feature at least one mandarin-inspired menu item daily during the promotion period. Be creative in your approach and leverage the Restaurant Week theme as much as possible.** If you want to offer any additional special deals or incentives tied around the Mandarin Restaurant Week program, we will gladly promote that with your information as well.

Visit Placer will be conducting media outreach for the program, as well as working with Visit California to highlight our program and partners. Visit Placer will create a webpage (www.visitplacer.com/placer-celebrates-mandarins) with a list of all participating partners, including links to your restaurants, that will also be linked directly from the Visit California Restaurant Month website (www.DineInCA.com).

We encourage you to participate and help us spread the word about **Placer Celebrates Mandarins**.



Placer Celebrates Mandarins - Restaurant Week 2019
Participation Agreement

Placer Celebrates Mandarins Restaurant Week is a weeklong celebration of Placer County’s mandarin crop and culinary culture, which takes place January 4-13, 2019. To participate in this year’s program, please submit your participation agreement by **November 30, 2018** to Tiffany McKenzie, Director of Marketing, Visit Placer at tmckenzie@visitplacer.com. Please call (530) 887-2111 with any questions.

Section A: Participant Information

Company: _____

Address: Street _____
City _____ State _____ Zip _____

Project Lead: _____

Title: _____ **Phone:** _____

Email: _____

Chef Name: _____

Chef Bio: _____

Please indicate if you are interested in any media opportunities, if available.

_____ yes _____ no

Section B: Social Media Profiles

Website: _____

Facebook: _____

Instagram: _____

Twitter: _____

Section C: PR Contact (if available)

PR Contact: _____

Title: _____ **Phone:** _____

Email: _____

Mandarin-Inspired Menu Item(s) (if known already – information can be updated at a later date):

Section D: Participation Agreement

As an official “Placer Celebrates Mandarins Restaurant Week” participant, I agree to:

- Offer a Placer County Mandarin-inspired menu-item or cocktail, daily during the promotion period of January 4-13,2019. At least one menu-item must contain a Mandarin ingredient.
- Promote restaurant week through social media, email, website, and in restaurant as appropriate
- Train restaurant staff on the restaurant week special offer
- Track restaurant week participation
- Participate in post-program survey and report restaurant week activity
- Tag @visitplacer and use #visitplacer, #placermandarins, #DreamEats hashtags in social media to help further generate interest and attention in the program

Please indicate if you would be willing to provide:

- _____ \$25 Gift card for surprise and delight promotions on social media
- _____ 2 comp meals for media/social influencers if opportunities are available

Visit Placer will provide the following benefits:

- Restaurant inclusion on all Placer Celebrates Mandarins collateral and website (www.visitplacer.com/placer-celebrates-mandarins)
- Restaurant promotion in related social content
- Restaurant inclusion in all media pitches
- Post-program recap

***Please submit any photos or video of your restaurant that we can use in the promotion of the program. Please email to: tmckenzie@visitplacer.com**

Thank you for your interest and participation!

Questions? Contact:
Tiffany McKenzie
Director of Marketing
Visit Placer
tmckenzie@visitplacer.com
(530) 887-2111