



2017 Sample Sugar House Participation Agreement

2017 Sample Sugar House Dates

April 21st – April 29th, 2017

Sample Sugar House is 10-day dining promotion wherein participating restaurants offer a pre-fixe 3-course dinner menu in addition to their existing menus at either a \$15 or \$30 price point. Guests do not require a promotional code or coupon to participate.

Pricing:

- \$150 Registration fee for Sugar House Chamber members (*\$200 registration fee for non-Chamber members*), due by March 24th; includes the following promotional materials:
 - Table tents
 - Check Presenter Stuffers
 - Posters
 - Listing on Sugar House Chamber's website; including hi-res photo & logo, 50-word description and contact information

Restaurant Name: _____

Contact Person: _____

Daily Contact Person: _____

This is the individual we will contact for daily menu confirmations or questions

Address: _____

Telephone: _____ Fax: _____

Email: _____ Website: _____

Accept Reservations? Y / N Reservation Phone # _____ Liquor? Y / N

Days/Hours of Operation: _____

Restaurant Type or Category (Italian or Brew Pub, for example) _____

Restaurant Description (25 words or less) _____

Sample Sugar House is only offering dinner specials for 2017

Restaurant will offer: (check only one)

- \$30 Three-course dinner
- \$15 Three-course dinner

Please provide an example of your three-course dinner, even if you plan to change this daily:

1st Course: _____ 2nd Course: _____

3rd Course: _____

Would your chef or designated representative of your establishment like to participate in media interviews leading up to and/or during Sample Sugar House? If yes, please provide the individual's name, title and contact phone number:

The Sugar House Chamber agrees to provide the following:

- Table tent cards, check presenter stuffers and 11x17 posters with restaurant name listed and Sample Sugar House logo, provided to each participant
- Public relations efforts on behalf of Sample Sugar House promotion; including, but not limited to television appearances, radio and newspaper interviews
- Promotional efforts on behalf of Sample Sugar House; including, but not limited to, social media campaigns, event calendar listings, et al.
- Any other marketing material, as deemed appropriate by the Sugar House Chamber and Sample Sugar House planning committee

In signing this contract as a Participating Restaurant of Sample Sugar House,
_____ agrees to:

- Remit \$200, or \$250 for non-Chamber members, to the Sugar House Chamber or organizational and promotional efforts on or before March 24th, 2017
- Provide high resolution logo and photo, along with 50-word description for website listing.
- Participate in kick-off event (Thursday, April 13, 2017), guaranteeing the presence of your chef or general manager at said event. ATTENDANCE OF THIS EVENT IS MANDATORY FOR PARTICIPATION! THIS IS THE OPPORTUNITY FOR SPONSORS TO MEET WITH YOU ONE-ON-ONE.
- Donate one "Dinner for 2" gift certificate to be used in the "Dinner for a Year" promotional giveaway. Please remit certificate with participation fee. Amount of gift certificate should be double what your restaurant has established as their Sample Sugar House promotional price, (for example, if you are offering a \$15 dinner option during this 10-day period, please provide a \$30 gift certificate).
- Offer a three-course dinner for EITHER \$15 or \$30 during entire promotion. Your restaurant **cannot** be listed in both price categories.
- Hang Sample Sugar House poster in a place visible to the public to the duration of the promotion.

- Use all Sample Sugar House marketing materials: table tents, check presenter stuffers, etc.
- Provide adequate training to restaurant staff members and management teams, ensuring they are able to speak knowledgeably regarding the promotion.
- Promote Sample Sugar House, including a sample menu, on your website, if applicable.
- **DO NOT** use the Sample Sugar House name, logo or reference beyond this promotional period.
- **DO NOT** advertise Sample Sugar House without the expressed consent of the Sugar House Chamber. A logo will be provided for your use and is it be included in any advertising effort.

Thank you for your participation in the 2nd annual Sample Sugar House!

Signature of Restaurant Contact

Date

**PLEASE COMPLETE THIS FORM AND
MAIL WITH CHECK PAYABLE TO:**

**Sugar House Chamber, attn: Sample Sugar House
P.O. Box 520356
Salt Lake City, UT 84152**

Contact: events@sugarhousechamber.org or (801) 328-2329 x248

This signed agreement and payment of registration fees guarantees your restaurant's participation in Sample Sugar House 2017 and must be received by March 24th, 2017 to be included in marketing and advertising materials.