



Terms & Conditions:

- Participating restaurants agree to create and offer a special menu for Restaurant Week Toledo (RWT) during the event. Standard menus may also be offered that week. The special menus chosen for RWT should reflect the quality, style and portion of the size of standard menus of each participating restaurant. The selected price point should be perceived as a strong value for your restaurant.
- Special menus will be printed and distributed to restaurants, listed on the event website and printed in the Thursday issue of The Blade prior to RWT.
- Restaurants must participate in the full 7 days of the event under its normal operating hours or extended hours if you choose.
- Restaurants with multiple locations bearing the same name will be limited to a single listing in promotional materials.
- Leadership Toledo will provide print materials to be displayed by each restaurant leading up to and during the week of the event. These items include posters, postcards and customized menus.
- Each restaurant must promote RWT leading up to and during the week of the event.
- Each restaurant must distribute or display RWT menus during the week of the event without customers needing to request it.
- A final list of participating restaurants will be selected by the RWT committee made up of at-large community members. This form is an application and does not guarantee participation. Restaurants will be notified no later than January 11th.
- The initial registration fee of \$350 is used to cover marketing and other promotional materials.
- 3% of total gross sales (RWT menu & standard menu), excluding alcohol, will be donated to Leadership Toledo to support youth leadership development programming within Leadership Toledo.
- The tax- deductible final payment of 3% of total gross sales, excluding alcohol, is due March 31st, 2017.

FAQ:

What is Leadership Toledo?

Leadership Toledo is a 501c3 Organization offering leadership development programming for both adults and high school youth in our area. Our goal is to help all participants Lead, Connect, Grow and Serve in their community.

What is Restaurant Week Toledo?

Restaurant Week Toledo is one of the largest food events in the area, giving local diners and visitors the chance to enjoy specially priced meals at over 40 locally-owned restaurants throughout the greater Toledo area. Designed to generate new and repeat business for participating restaurants, Restaurant Week Toledo also supports the youth programs of Leadership Toledo with every meal purchased from participating restaurants.

Why am I paying a fee?

We require a \$350 fee to cover advertising and marketing expenses. The two \$25 gift cards will be used for on-air and online promotions. The 3% total gross sales (excluding alcohol) will be remitted to Leadership Toledo to support our youth leadership development programs and is considered tax deductible.

Do I still have to use the set price menu of \$5, \$10, \$15, \$20, \$25, or \$30?

No. Please see below regarding pricing.

How do I price my menu?

Per numerous requests, we are eliminating set price menus and allowing each restaurant to establish price points that will entice customers to visit your establishment. Experience shows: better the deal the better the foot traffic!

What can I expect?

Based on experience, restaurants have consistently told us that it is the busiest week of their year. Those that are most successful have menus that showcase their specialties and entice customers to become repeat visitors!