



## Seattle Restaurant Week Check List

### **All items must be submitted by February 20<sup>th</sup>, 2017**

- Signed and dated Letter of Agreement  
Submit online or email to [srw@seattletimes.com](mailto:srw@seattletimes.com)
- Restaurant Details Form  
Submit online or email to [srw@seattletimes.com](mailto:srw@seattletimes.com)
- Menu Form (Extended deadline to February 27, 2017 applicable for menu *only*)  
Submit online or email to [srw@seattletimes.com](mailto:srw@seattletimes.com)
- Payment of \$750 or \$650 (Returning Restaurants)  
Submit online at [www.searestcoop.com](http://www.searestcoop.com)  
Or, mail to: The Seattle Times, c/o Nicole Santiago, PO Box 70, Seattle, WA 98111  
(Check made out to Seattle Restaurant Cooperative)
- Two \$50 Gift cards with an expiration date set after April 2018  
Mail to: The Seattle Times, c/o Nicole Santiago, PO Box 70, Seattle, WA 98111
- Logo, high res, 200 px. wide jpeg  
Submit online or email to [srw@seattletimes.com](mailto:srw@seattletimes.com)
- Image, minimum one picture to accompany social media posts about your restaurant during campaign.  
(470px by 470px suggested)  
Submit online or email to [srw@seattletimes.com](mailto:srw@seattletimes.com)

## NEW THIS SPRING

**SRW is open to any restaurant in the greater Seattle area that can offer a menu of value which we consider to be an average dinner price point of \$35\*.** We highly encourage participating restaurants to showcase their culinary craftsmanship with unique menu offerings.

This time around, we're trying something new. We are allowing the inclusion of drinks and add-ons. More details about this can be found on the menu submissions pages.

Example:

**Optional Additions: (please be clear about pricing)**

Choice 1: Macrina Bakery Cibatta \$3

Choice 2: Oysters by the half shell \$2.5 each

Choice 3: Monte Carlo, rye whiskey Benedictine, aromatic bitter, \$7

Thank you for joining us for Spring 2017! Whether you're an SRW veteran or a newbie, we're excited to have you on board.

Should you have any questions, please contact Nicole Santiago anytime at [srw@seattletimes.com](mailto:srw@seattletimes.com) or 206.464.3714.

## Seattle Restaurant Week Spring 2017 Letter of Agreement Between Seattle Restaurant Cooperative and \_\_\_\_\_

Seattle Restaurant Week Cooperative is pleased to partner with The Seattle Times and your restaurant in the production of Seattle Restaurant Week (SRW). SRW runs Sunday through Thursday, offering an optional three-course lunch for \$18 and a mandatory three-course dinner for \$32, **April 2-6 and 9-13 2017**.

**The Seattle Times agrees to provide:**

- Website development and maintenance as a platform for the promotion
- **Six weeks of promotion** on <http://srw.seattletimes.com/#/> (approximately **March 6- April 13, 2017**)
- As in past years, The Seattle Times will run an aggressive campaign to drive people to the online promotional site
- A minimum of **three million banner impressions** will run on The Seattle Times online network to drive awareness of the promotion
- One fixed menu ad, customized with your restaurant's prix fixe menu, positioned on your seattletimes.com restaurant venue page
- Development and management of social media activities via channels such as Facebook (**22,000+ likes**) and Twitter (**11,000+ followers**) throughout the promotion
- Drive seated reservations to your restaurant through a partnership with Open Table (must have your restaurant already listed on Open Table to take advantage of this feature)
- Additional media coverage and support through paid and partnership efforts
- Please note that a minimum of 85 restaurants must participate in order for SRW to come to fruition. If 85 restaurants are not participating by February 23, 2017, we will notify you of SRW's cancellation.

**Participating restaurant agrees to provide materials below by the following  
February 20<sup>th</sup>, 2017**

**The Seattle Times must have in-hand:**

- Signed Letter of Agreement, Restaurant Details Sheet and Menu
- Payment of \$650 per returning restaurant or \$750 per new restaurant location
- Two \$50 gift certificates per participating restaurant location with expiration date set for or after April 2018
- A minimum of one image to accompany a social media post about your restaurant/menu
- If your restaurant does not meet the above deadline, you will not be eligible to participate in SRW Spring 2017 and you will not be eligible for any potential rebate offer given to participating restaurants

By signing below, I, as a representative of \_\_\_\_\_, agree to participate in Seattle Restaurant Week in **April 2017**.

Name	
Signature	
Date	
Email	

## Restaurant Details Form

SRW Spring 2017

### Restaurant Name and Contact Information

Please clearly print the name of your restaurant **as you would like it to appear on printed materials**. Be sure to include any **special symbols, capitalization, spacing, etc.**

Restaurant Name
SRW Contact Name
Contact's Direct Email
Contact's Direct Phone Number
Restaurant Twitter Handle:
Restaurant Facebook Page/URL:

### Restaurant Logo

Please send your restaurant logo (color, in high res, 200 pixels wide **JPEG** format) to [srw@seattletimes.com](mailto:srw@seattletimes.com)

### Meal Offer

Please indicate the meal period during which you will offer the SRW menu by checking the appropriate boxes.  
 \*Note: While lunch participation is optional, dinner participation is mandatory Sunday through Thursday. If your restaurant is closed any of these days or times, please make note of it in the hours box below.

3- Course Lunch for \$18:	Yes	No
3- Course Dinner for \$32:	Yes	

### Venue Details

Restaurant Address	
Restaurant Phone	
Website	
Restaurant Hours	
Cuisine Type	
Available Sunday Lunch (check)	Yes    No
Disabled Access? (check)	Yes    No
Price Range (check)	\$ (under \$10)    \$\$ (\$10 to \$15)    \$\$\$ (\$16 to \$25)    \$\$\$\$ (over \$25)
Reservations (check)	N/A    Not Required    Recommended    Required for large parties    Required
Parking (check)	Free parking    Street parking    Paid Parking    Valet Parking    Validated Parking

Please select the neighborhood your restaurant is located in:

- |                              |                         |                              |
|------------------------------|-------------------------|------------------------------|
| Auburn                       | Georgetown              | Queen Anne/Seattle Center    |
| Ballard/Crown Hill           | Greenlake               | Ravenna/Roosevelt            |
| Beacon Hill                  | Greenwood/Phinney Ridge | Redmond                      |
| Bellevue                     | International District  | Renton                       |
| Belltown                     | Issaquah                | Sammamish                    |
| Bothell                      | Kenmore                 | SeaTac                       |
| Burien                       | Kent                    | Shoreline                    |
| Capitol Hill                 | Kirkland                | Snoqualmie                   |
| Central District             | Lake Forest Park        | SoDo                         |
| Columbia City/Rainier Valley | Laurelhurst             | South Lake Union/Westlake    |
| Des Moines                   | Madison Park/Madrona    | South Seattle                |
| Downtown                     | Magnolia/Interbay       | Tukwila                      |
| Eastlake/Lake Union          | Mercer Island           | University District/Montlake |
| Edmonds                      | Newcastle               | Wallingford                  |
| Federal Way                  | North Seattle           | West Seattle                 |
| Fremont                      | Pioneer Square          | Woodinville                  |