



Marketing Opportunities

The Savor Sarasota Restaurant Week application will include a space for partners to “opt-in” to be considered for future marketing opportunities. VSC will fill those opportunities on a first come, first serve basis among restaurants who expressed interest during registration. We will be following CDC guidelines on how to handle these opportunities. For example, if chefs cannot go to a TV station, we will work on finding an alternative solution.

On-Air chef opportunities: VSC purchases broadcast spots to promote Savor Sarasota Restaurant Week and receives earned media opportunities with several outlets in the local area. Past outlets include WTSP and WFLA in Tampa/St. Pete and WWSB/ABC-7 here in Sarasota County. These partners are chosen at the discretion of VSC staff so we can highlight a variety of restaurants.

Earned media opportunities in print, digital and broadcast outlets: These partners are chosen at the discretion of VSC staff so that we can highlight a variety of restaurants.

Social media posts and videos, and digital amplification of custom content featuring select participating Savor Sarasota restaurants: VSC will post and promote content on the website and social media channels throughout Savor. We encourage restaurants to share our content or to create your own on your social media channels so we can reciprocate. Be sure to tag @VisitSarasota on Facebook and Twitter (@VisitSarasotaCounty on Instagram) and incorporate our hashtags #SavorSarasota and #MySarasota.