

Dear Visit Sarasota County Restaurant Partner,

VSC is excited to announce plans are underway for the 16th Annual Savor Sarasota Restaurant Week which will be held June 1-14, 2021. Because of the on-going Pandemic, we will be continuing this year to include a to-go format that focuses on takeout and curbside (excluding delivery) – in addition to the dine in option.

We will keep menu rules and price points the same as the last couple of years. **The price point for the three-course prix-fixe dinner is \$32. The two-course lunch is \$16.** If you are open for both lunch and dinner, you must offer the Savor deal for both to avoid confusion for patrons. You can offer “upgrades” or additional courses in addition to the prix-fixe menus or wine/beer/cocktail pairings with your offerings.

Click here to sign up! <https://sarasotafl.extranet.simpleviewcrm.com/>

Note: Your restaurant listing will go live once we have received the following:

- Contact info and restaurant details
- Menus: dinner and lunch (where applicable)
- Photos to highlight your restaurant and food (see photo guidelines below)
- Chef photo and bio (optional)

GIFT CERTIFICATES

We ask restaurants to provide gift (2) \$50 gift certificates for participation. Please send them to Carolyn Perry, 301 N Cattlemen Rd, Suite 203, Sarasota, FL 34232. When provided to VSC, gift cards are used throughout the year for visiting VIP’s including media, meeting planners, tour operators, etc. In turn, the certificates your provide garner you continued promotional exposure!

Photo Guidelines

Please upload a minimum of two horizontal JPG or JPEG image files. Dimensions must be a minimum of 640px X 480px or LARGER. Additional dimensions: 860px X 645px, 1000px X 750px, 1200px X 800px. Images that do not meet these dimensions may be cropped for display. Images below these criteria will not be accepted. All dimensions are in pixels (px).

The deadline to be included on our website and in digital promotions is May 31, 2021. We do plan to print some pieces of collateral to promote this event, and distribute through local outlets. The deadline for complete sign up to be included in any print is Thursday April 29.

Marketing Strategy

- Restaurant, menu and chef (optional) information listed on SavorSarasota.com.

- Advertising campaign focused on digital placements within the Sarasota market with Sarasota Magazine and paid social media ads.
- Scheduled on-air chef opportunities with local outlets (TBD).
- Earned media opportunities via broadcast, print and online stories.
- Social media posts, videos, ad campaign and digital amplification of custom content featuring select Savor Sarasota restaurants and chefs on Facebook, Instagram, Twitter and YouTube.
- Online articles on the SavorSarasota.com site to share narratives about participating in Savor Sarasota.
- Consumer e-newsletter to local subscribers promoting Savor Sarasota Restaurant Week.

To sign up and learn more about our marketing opportunities, go to www.SavorSarasota.com. See additional documents for important deadlines and marketing opportunities.

We would like to thank you for your continued support. We hope that you will participate in the **16th Annual Savor Sarasota Restaurant Week 2021**.

Sincerely,

Carolyn Perry, Sales Coordinator

Cperry@VisitSarasota.com