

Dine Downtown

DINE
DOWNTOWN SAN JOSE
RESTAURANT WEEK



Overview

Downtown San Jose's seventh annual restaurant week, Dine Downtown San Jose, will take place June, 2016. The 10-day event, produced by the San Jose Downtown Association, highlights downtown San Jose as a culinary destination and provides restaurants a unique opportunity to increase awareness and showcase their restaurant. More than 20 restaurants will offer local, regional and national food lovers three-course prix fixe dinners including appetizer, entrée and dessert for \$20, \$30, \$40 and up per person.



Presenting Sponsor

PRESENTING SPONSOR: \$15,000

Sponsor Benefits

- Name incorporated into event and logo (top 1/3 of page) as "Dine Downtown San Jose Restaurant Week Presented By (sponsor name here)"
- Logo recognition on 200 event posters and 25,000 fliers distributed throughout downtown and surrounding communities
- 3 large format public poster displays
- 5 mobile Pedi cab signs
- Logo recognition in Metro, Mercury News, El Observador, Silicon Valley Community Newspapers, Discover Magazine.
- Recognition in special Dine Downtown section in Metro highlighting participating restaurants, menus, chefs and event partners
- Recognition on ad's run at Camera Cinemas, 23 screens (downtown SJ, Campbell and Los Gatos locations)
- Recognition in radio ads on MIX106.5, KBAY 94.5 and KCBS 810
- Recognition on OpenTable on national website, recognition in e-blasts to their list of members
- Recognition included on all public relations and press materials
- Logo with URL link on Dine Downtown web page (sjdowntown.com/dinedowntown) for one year (14,400 page views and 10,300 unique visitors)
- Recognition on Facebook and Twitter posts promoting Dine Downtown (4,500 followers)
- Recognition in SJDA newsletters Downtown Dimension and Downtowner Online (12,000 total circulation)



Title Sponsor

TITLE SPONSOR: \$25,000

Sponsor Benefits

- Name incorporated into event and logo (top 1/3 of page) as “(‘sponsor name here’ Dine Downtown San Jose Restaurant Week”
- Logo recognition on 200 event posters and 25,000 fliers distributed throughout downtown and surrounding communities
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