



## INVITATION TO PARTICIPATE

Dine Out Prince Rupert is back! After taking a three year hiatus, DOPR is returning for its fourth year and we would love for your business to participate. The first few months of the New Year can be a challenging time for the hospitality industry and DOPR's goal is to drive more business to our City's incredible and unique restaurants. During the DOPR campaign, participating restaurants will offer a feature menu at a set price point to entice customers to eat out and support local restaurants during a typically slow period.

Dine Out Prince Rupert 2024 will run from **February 18th to March 3rd, 2024**

**Registration opens November 27, 2023.**

**Registration and menu submission deadline is January 16th, 2024.**

## WHAT WE REQUIRE FROM YOU

This is an exciting opportunity to get creative with your menu offerings while bringing in more foot traffic through your doors. To participate in DOPR, we are asking participating restaurants to develop a special feature menu, ideally items that are new and will draw in customers due to their limited time offer. If you know customers already love your staple menu items, you may include items already on your menu, but we are encouraging new menu items to increase interest and excitement.

Your feature menu should include the structure of one or more of the following:

- A multi-course menu at a fixed price of \$15, \$25, \$35, \$45, or \$55 per person
- Combo meal or single feature item for a fixed price of \$15, \$25, or \$35
- A multi-course menu at a fixed price that includes several options under each course (ex. choice of 2 starters, choice of 3 entrees, choice of 2 desserts)

In addition, feel free to add a beverage to your menu. Whether that is a drink included in your menu offering, or a beverage offered at a discounted price.

There is no fee to participate in DOPR. All profits generated from this campaign go straight to your business. We are strictly here to facilitate the program and help bring business to you.

## WHAT TOURISM PRINCE RUPERT WILL PROVIDE

Provide us with your menu, prices, and logo, and we'll take care of the rest.

Tourism Prince Rupert will design your menu in collaboration with our DOPR design. We'll print the menus for you and drop them at your establishment, so you don't have to cover that cost. We will include a page on our website that showcases all the participating restaurants and their offered menus during and leading up to the DOPR dates. We will advertise the campaign on our social media platforms (Instagram, Facebook). Marketing materials such as your designed menu, DOPR logos, and social media templates will be made available for participants to use for their own promotion. We will be marketing DOPR to both local residents as well as neighbouring cities with paid social advertising.

## CUSTOMER INCENTIVES & BUSINESS BENEFITS

As if your delicious Dine Out menu wasn't enough to entice customers to visit your restaurant, TPR will also roll out a DOPR incentive program.

To encourage more Dine Out restaurant business, we'll be offering diners the chance to try and fill their DOPR Passport. This passport will be available at each restaurant and when a customer enjoys a Dine Out meal, that participating restaurant will stamp the passport on their designated square of the passport. Customers will then work to fill their passport, needing at least 3 different restaurant stamps to be entered into a draw for fantastic prizes.

We'll also be promoting DOPR by asking customers to share photos of their experience. For each photo of their Dine Out meal posted to Instagram/Facebook and tagging DOPR, they will get an entry into the prize draw. DOPR will be sharing select photos on social media and the campaign website. For those photos we share, we'll tag/mention the restaurant and the menu item advertised.

## GENERAL PARTICIPANT & MENU GUIDELINES

1. Restaurants must confirm their participation and provide TPR with their menus, prices, and logo by January 16, 2024.
2. Restaurant menus will be reviewed by the TPR organizing committee to ensure menu value, correct price point structure, and to ensure proper grammar and spelling.
  1. If edits are to be made, businesses will ensure they make these edits promptly to allow TPR time to design and post all menus and participating restaurants on the website and social media platforms.
3. It is encouraged for restaurants to get creative with their menus and offer items not normally available. Regular menu items are allowed to be included on the Dine Out menu.
  1. Menus provided to TPR should include descriptions of each item offered.
4. Dine Out menus must be available for all evening hours of operation during the Dine Out Prince Rupert campaign
  1. Breakfast and/or Lunch Dine Out menus may be offered for businesses who do not operate during evening hours.
  2. Businesses who operate during both daytime and evening hours may offer a Dine Out breakfast and/or lunch menu **in addition** to their dinner Dine Out menu.

5. Taxes and gratuities are not included in the Dine Out Prince Rupert price points.

Your registration means that you have read and agree to be bound by the DOPR guidelines AND; that you will meet all deadlines and requirements provided to ensure the success of the 2024 campaign. Please download and save this document for your reference.

THE BOTTOM LINE IS CONSUMERS LOVE SPENDING MONEY WHEN THEY'RE SAVING IT, ESPECIALLY WHEN IT'S ON DELECTABLE FOOD. INVITING CUSTOMERS TO ENJOY A FEATURED MENU AT A DISCOUNTED PRICE IS SURELY ENOUGH TO GET PEOPLE OUT ON THE TOWN AND SUPPORTING LOCAL RESTAURANTS THROUGH THE TRADITIONALLY SLOW SEASON.

## TO REGISTER

Please fill out the business information form and return to TPR.

Once registered, please start creating your feature menu and deciding on a set price point.

When your menu is complete, please email (in a word.doc) your menu, price, and logo to [kara@visitprincerupert.com](mailto:kara@visitprincerupert.com)

***Registration and menu submission deadline is January 16, 2023.***

