# PITTSBURGH RESTAURANT WEEK SPONSORSHIPS

The Pittsburgh Restaurant Week program includes the dining week celebration along with a series of special events – a public Kickoff Party prior to the event, an invitational Food Blogger Dinner during restaurant week and a private Wrap Party with the participating restaurants owners/chefs. For more information about Pittsburgh Restaurant Week or the following sponsorship opportunities, contact director Brian McCollum at info@pittsburghrestaurantweek.com or 412-586-4727.

### DIAMOND LEVEL SPONSORSHIP

- Logo and link in sponsorship section, homepage and in footer of every page of the PRW Official Website
- Logo placement in all PRW-designed advertising/marketing materials
  - Special inclusion in Pittsburgh Restaurant Week newsletter banner for the season
  - Inclusion on the specially branded PRW Beverage Napkins used at kickoff party and distributed to restaurants for promotion
- One sponsored content email sent to PRW Newsletter subscribers
- Include page info-paper about your company/services in Restaurateur Media Kit and to be distributed at the Wrap Party
- Tickets to PRW events: 20 Kickoff Party, 2 Wrap Party
- Eligibility for dedicated table or booth at Kickoff Party
- Eligibility for banner signage at all events held by PRW
- Two "gift" restaurant registrations to be given to any restaurant in the Pittsburgh Restaurant Week coverage area

#### PLATINUM LEVEL SPONSORSHIP

- Logo and link in sponsorship section and in footer of every page of the PRW Official Website
- Logo placement in all PRW-designed advertising/marketing materials
  - o Special inclusion in Pittsburgh Restaurant Week newsletter banner for the season
- One sponsored content email sent to PRW Newsletter subscribers
- Include page info-paper about your company/services in Restaurateur Media Kit and to be distributed at the Wrap Party
- Tickets to PRW events: 10 Kickoff Party, 2 Wrap Party
- Eligibility for banner signage at all events held by PRW

#### Diamond and Platinum Sponsors can become the "Presenting Sponsors" of the following:

Kickoff Party (add \$1,000)	Blogger Dinner (add \$1,000)	Wrap Party (add \$1,000)	Restaurant Roulette Wheel (add \$500)
Public, ticketed preview event.	Invitational dinner for food bloggers.	Private party for restaurant owners/chefs.	Online promotion at
Thursday before dining week.	Tuesday of dining week.	2 <sup>nd</sup> Monday after dining week.	pittsburghrestaurantweek.com

Presenting Sponsorships are available on a first-come first-serve basis.

Pittsburgh TasteBuds

Sponsorships are accepted on a rolling basis. Summer sponsorships expire September 1. Winter sponsorships expire March 1. Pittsburgh Restaurant Week is a project of Pittsburgh TasteBuds Ltd.





\$2.500

#### GOLD LEVEL SPONSORSHIP

### \$1,500

- Logo and link in sponsorship section and in footer of <u>every page</u> of the PRW Official Website
- Logo placement on all Pittsburgh Restaurant Week promotional posters
- Logo placement in the kickoff party program
- Pick one:
  - o One sponsored content email sent to PRW Newsletter subscribers
  - o Include 1-page PDF in Restaurateur Media Kit
- Tickets to PRW events: 5 Kickoff Party, 2 Wrap Party
- Eligibility for banner signage at all events held by PRW

## SILVER LEVEL SPONSORSHIP

# \$750

- Logo and link in sponsorship section of the Pittsburgh Restaurant Week Official Website
- Logo placement on all Pittsburgh Restaurant Week promotional posters
- Logo placement in the kickoff party program
- Tickets to PRW events: 2 Kickoff Party, 2 Wrap Party

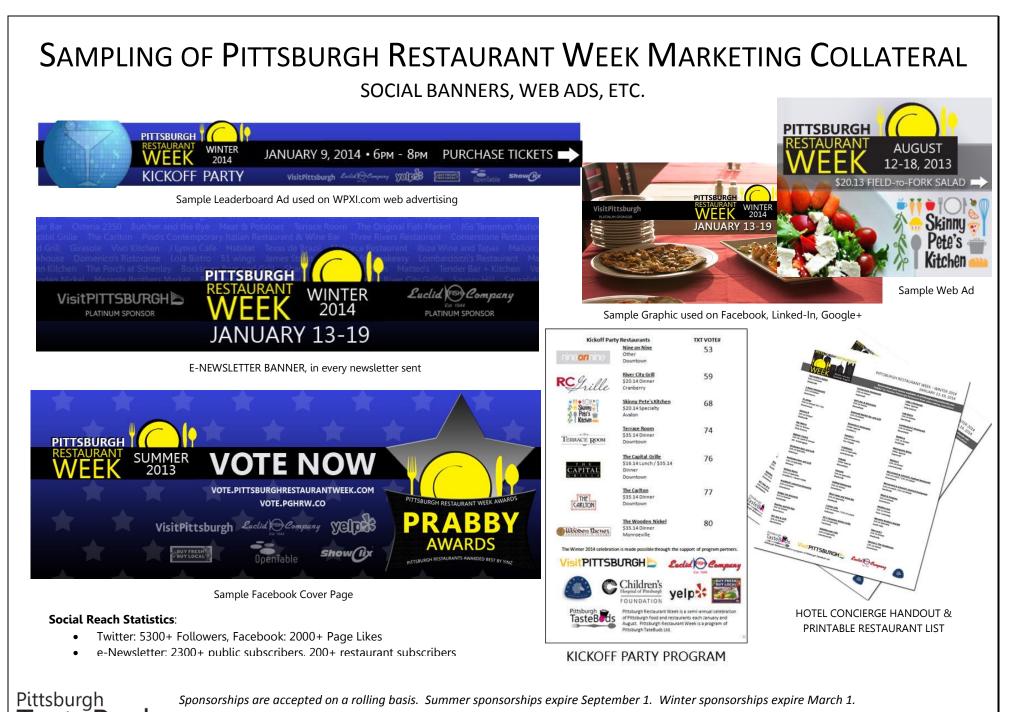


### Restaurant Level Sponsorship

- \$250
- Logo and link in sponsorship section of the Pittsburgh Restaurant Week Official Website
- Guaranteed logo placement in the kickoff party program
- Tickets to PRW events: 2 Kickoff Party
- *Restaurant Exclusive*: Specially branded web ad generated and used in web ad marketing (Example: 300x250 web ad run on Google AdWords networks, WPXI.com, etc)



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