

To: Lafayette Parish Restaurants
From: Lafayette Convention and Visitors Commission

The 2012 EatLafayette campaign is here and we are excited to once again showcase our locally-owned restaurants. The campaign is intended to support the locally-owned restaurants that make up the Lafayette dining scene.

This will be our eighth year for the EatLafayette campaign and we expect it to be bigger and better than ever. This year's campaign will run from **June 18 – August 13** in order to afford patrons ample opportunity to sample all of the dining experiences available in Lafayette. Last year's participants received \$40,000 worth of advertising and over \$150,000 in promotional support in return for their investment. The more participation and support we receive for the campaign, the better overall program we can offer.

Early Registration Sign-up Cost - \$250, Registration Sign-up Cost - \$300
(To be included in **any part** of the campaign, all paperwork and payment must be submitted by **April 27.**)

Here's what you get:

- Inclusion in the extensive print, radio and television advertising campaign
- Year-Round inclusion on the EatLafayette.com website and eNewsletter marketing (the email database has over 10,000 subscribers)
- Year-Round promotion on Facebook, Twitter, Foursquare, Urbanspoon, Blogger, and YouTube
- Inclusion in the EatLafayette brochure
- The opportunity to participate in Dine Around – a promotion sponsored by Townsquare Media
- The opportunity to participate in the Kick-Off Event (June 19, 5:30pm-7:30pm, Acadiana Center for the Arts)
- Participation in a trip giveaway promotion

Here's what you need to do:

- ___ Fill out, sign & return the enclosed application (2 pages) and send payment (**\$250 by March 16, \$300 by April 27**) to: **Gateway/LCVC, P.O. Box 52066, Lafayette, LA 70505**
- ___ Email a .jpg version of your logo and a .pdf version of your menu to madison@calzone.com
- ___ Prepare your staff. Make sure your employees are knowledgeable about special discounts offered by your restaurant and also how to let customers sign up for the trip giveaway promotion.
- ___ Use your own Facebook and Twitter pages to let your Fans know that you are part of EatLafayette and any specials you are offering.

Your success with the EatLafayette campaign depends on your involvement. Please make sure to complete all of the items above to ensure that EatLafayette 2012 is the best celebration of local restaurants it can be!

If you have any questions about EatLafayette, please contact **Denise West** at LCVC, (337) 232-3737

Important Dates to Remember for EatLafayette 2012

Deadline for Early Registration & Payment	March, 16, 2012
Deadline for Registration & Payment	April 27, 2012
*** Deadline for Inclusion in Campaign	*** April 27, 2012
Media Promotion for Campaign Begins	June 4, 2012
EatLafayette BEGINS	June 18, 2012
Kick-Off Event	June 19, 2012
EatLafayette ENDS	August 13, 2012

EatLafayette 2012 Restaurant Participation Form – Page 1
Deadline to submit application and payment is April 27, 2012
Return form to: Gateway/LCVC, P.O. Box 52066, Lafayette, LA 70505, fax: 337-232-0161

Name of Restaurant: _____

Contact Name: _____

Contact Phone: _____ **Best day/time to call:** _____

Contact Email: _____

Restaurant Address _____

City: _____ **State:** _____ **Zip:** _____

Restaurant Phone: _____ **Restaurant Fax:** _____

Restaurant Website: _____ **Restaurant Email:** _____

Restaurant Category: (please circle all that apply)

Asian Barbecue Burgers Cajun Grill Home Cooking Indian International
Italian Latin Mediterranean Pizza Sandwiches Seafood Small Bites Steaks
Sweets White Linen Breakfast Late Night

Days & Hours of Operation:

Credit Cards Accepted by your restaurant: VISA MasterCard American Express Discover

Short Description of your restaurant (50 word limit):

***Optional - EatLafayette Special:** (This is a special discount that restaurants honor if customers mention EatLafayette. Example – \$5 off an entrée or Free Appetizer with purchase of an entrée. This will be promoted heavily on the website and on social media messages.)

Method of Payment: \$250 if paying by March 16, \$300 if paying by April 27

_____ Check is Enclosed _____ VISA/MasterCard

Name on Card _____

Card Number _____ Expiration Date _____

Signature for Credit Card Payment _____

*** We must receive both pages of this application (**complete and signed**) with payment by April 27th for inclusion in any part of the EatLafayette 2012 campaign. There will be no exceptions for late entry or payment.

EatLafayette 2012 Restaurant Participation Form – Page 2

Return form to: Gateway/LCVC, P.O. Box 52066, Lafayette, LA 70505, fax: 337-232-0161

***Optional DJ Dine Around**

Townsquare Media, which owns and operates major radio stations including 96.5 KPEL, 99.9 KTDY, HOT 107.9, 97.3 THE DAWG, ESPN 1420 and Planet Radio 105.1, will be doing a “DJ Dine Around” of EatLafayette restaurants again this year. On-air personalities will visit each restaurant and post video of their experiences on the EatLafayette website and on social media outlets. The participating restaurants will agree to host the Townsquare representatives for a complimentary meal in the weeks prior to the campaign. This is a promotion offered to all participating restaurants.

Please indicate if you would like to be included in the DJ Dine Around:

_____ Yes, count me in. _____ No Thanks.

If yes, please indicate your preferred day to host the DJ Dine Around:

First Choice: Mon Tues Wed Thurs Fri

Second Choice: Mon Tues Wed Thurs Fri

Restaurant Name: _____

Contact Name: _____ Contact Phone Number: _____

*If no answer is given, we will assume “No Thanks.”

***Optional Kick-Off Event**

EatLafayette will kick off with an event (June 19, 5:30-7:30, Acadiana Center for the Arts). Participating restaurants are invited to provide 300 samples for attendees of the event. It will be a great way for you to promote your restaurant to an active dining crowd. More information about this event will be available soon.

Please indicate if you would like to be included in the EatLafayette Kick-Off Event:

_____ Yes, count me in. _____ No thanks.

If yes, please indicate what food item you will prepare for the event:

*If no answer is given, we will assume “No Thanks.”

Please sign and date below to confirm your participation in EatLafayette 2012.

Signature

Date

Printed Name

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