



**JANUARY 12 – 22, 2012**

*presented by the  
South Carolina Hospitality Association and its Local Chapters and Partners*

## **Restaurant Participation Agreement Form**

**Registration Marketing co-op costs are \$225 per restaurant for restaurants** with nine (9) or less locations. Statewide restaurants that operate under the same name with 10-15 locations are \$175.00 per location and restaurants with 16 or more locations that operate under the same name are \$150 per location.

**All restaurants must also provide a \$50 gift card/certificate per location to be used for trade-out marketing.**

An additional late registration fee of \$200 will be added after December 15, 2011. *(see Section B #5 for more information)*

Completed applications can be faxed to 803-252-7136. Checks should be made out to South Carolina Hospitality Association "Restaurant Week" and mailed with application to PO Drawer 7577, Columbia, South Carolina 29202.

Should you have any questions, please call 803-765-9000 or email [restaurantweek@schospitality.org](mailto:restaurantweek@schospitality.org).

**No application will be considered complete until payment and gift card/certificate has been received.**

### **Restaurant Information:**

Restaurant Name: \_\_\_\_\_ Contact Person: \_\_\_\_\_  
Physical Address \_\_\_\_\_ City \_\_\_\_\_ Zip \_\_\_\_\_  
Contact Person Phone# \_\_\_\_\_ Email: \_\_\_\_\_

### **Social Media Information:**

Facebook Name: \_\_\_\_\_  Fan Page  Profile Page  
Twitter Name: \_\_\_\_\_  
Other: \_\_\_\_\_

### **Media:**

Are you willing to be a media spokesperson?  Print Media  Radio Shows  Television Appearances

### **Membership is required for participation:**

Are you a member of the South Carolina Hospitality Association?  Yes  No  don't know

Chapter:  Charleston  Columbia  Florence  Greenville  Hilton Head  Myrtle Beach  Spartanburg

## **SECTION A - Duties and responsibilities of the South Carolina Hospitality Association:**

The South Carolina Hospitality Association and its local chapters and/or partners shall provide the following:

1. Provide a Restaurant Week South Carolina searchable and tractable website with a landing page listing for all participating restaurants, including a restaurant logo or picture, business contact information, map links, online reservation link, cuisine type, menu link and an area to promote the special Restaurant Week special menu.
2. Inform the public of events and special offers taking place during the weeks as defined by the South Carolina Restaurant Week participant and mutually agreed upon by SCHA.
3. Work with our local chapter and partners to secure an advertising campaign for Restaurant Week South Carolina that will possibly appear in, but not be limited to: newspapers, radio, local organizational newsletters, web, social media outlets, links on state and local association websites, in-store signage, visitor centers, participating member partners, consumer and members' monthly newsletters.
4. Collect and manage co-op marketing participation fees from all restaurants. 100% of all fees collected will be used for marketing. 10% will be used for statewide marketing and 90% at the local level to provide as much advertising as possible. Marketing decision will be made by the designated local chapter and/or partner.
5. Create a comprehensive public relations plan to promote Restaurant Week South Carolina with the local marketing partners.
6. Manage and maintain the Restaurant Week South Carolina program.
7. Provide each participating restaurant with a username and password to edit the restaurant's profile

## **SECTION B - Duties and responsibilities of Restaurant Participant:**

1. Log in and complete the restaurant's profile on the Restaurant Week website to include a restaurant logo or picture, business contact information, map links, online reservations link (if applicable), cuisine type, menu link and type in the special restaurant week special menu. Profiles and menus must be completed by December 31, 2011.

**NOTE:** The RWSC website received 25,856 unique visitors with 5.85 average page views per visit with an average time of 5:21 minutes on the site per visit. Consumers use the site to determine where they will dine.

2. Provide a special restaurant participant minimum value added multi-course menu for the week at a fixed retail price that you determine. The idea is to create a true value for the consumer so if you need to add beverages, beer, wine or even a bottle of wine to make the special menu a value, build that into your menu. Participating restaurants **MUST** offer the special menu all night every night they are open from Monday to Sunday. If your restaurant is not typically open on Sundays it is not required to be open. If you would like to add additional items to your prix fixe menu that are higher priced, you may add them with a supplemental charge.

3. A special Restaurant Week South Carolina menu is required in addition to your standard menu. Tax and gratuities are not to be included in the price. Guests should not have to request the Restaurant Week South Carolina menu. It must be presented to all restaurant guests during Restaurant Week South Carolina. Menu items should be representative of your restaurant in both portion size and quality. The menu must be on the Restaurant Week website as soon as possible, but no later than December 31, 2011

**NOTE:** *The menu will leave an impression with diners, including many who might be trying your restaurant for the first time. Choose to feature dishes that are most popular among your guests, some signature menu items, or your own favorites. Whatever your approach, be creative and have fun!*

4. Restaurants are required to print their own Restaurant Week menus and are encouraged to include the Restaurant Week South Carolina logo. An EPS or JPG logo file may be obtained by emailing [restaurantweek@schospitality.org](mailto:restaurantweek@schospitality.org).

5. Assume sole responsibility for all costs associated with participation of the restaurant participant portion of Restaurant Week South Carolina by agreeing to pay the Restaurant Week participation fee (\$225 per restaurant with nine (9) or less locations. Statewide restaurants that operate under the same name with 10-15 locations are \$175.00 per location and restaurants with 16 or more locations that operate under the same name are \$150 per location.) if paid prior to December 15, 2010. An additional late registration fee of \$200 will be added after that date. **NO PARTICIPANTS WILL BE TAKEN AFTER DECEMBER 23, 2011.** *Participants must be members in good standing of the Restaurant Division of the South Carolina Hospitality Association prior to the event.*

6. Restaurant Participant agrees to indemnify the SCHA and its local chapters and/or partners for all costs associated with the event.

7. Assume and provide all necessary planning, operational and managerial responsibilities for the conducting of Restaurant participant portion of the South Carolina Restaurant Week.

8. Agree to utilize the SCHA's Restaurant Week promotional materials, link on your website to Restaurant Week South Carolina web site page, participate in social media campaigns, include Restaurant Week in regional advertising or promotional at least 14 days prior to Restaurant Week.

9. Agree to complete and submit a post survey to the SCHA with quantifying documentation of reservations/diners and/or sales increases during the event, which will be due to the SCHA four (4) weeks after event.

**SECTION C - Mutual duties and responsibilities of both the SCHA and Restaurant Participant:**

1. If the performance by either party of a non-monetary obligation under this Agreement is delayed or prevented in whole or in part by any cause not reasonably within its control (including, without limitation, inclement weather, acts of GOD, war, civil disturbances, accidents, damages to its facilities, labor disputes, acts of any governmental body, or delay of third parties) it shall be excused, discharged and released of performance to the extent such performance is so limited or prevented without liability of any kind. Restaurant participant shall inform the restaurants staff of promotion and remind the restaurant staff that gratuity and tax not included in promotional prices.

2. Termination of the Agreement may be initiated only when agreed upon by both parties, unless one party defaults under the terms and conditions of this agreement. In case of default, the non-defaulting party must provide written notice to the other party of the default and shall provide fourteen (14) days to cure the default. Any notice shall be delivered by certified mail to the addresses listed in agreement.

3. SCHA and Restaurant Participant recognize each other as self-governing entities, and not agents of the other, and therefore shall conduct all business independently from one another.

4. The aforementioned Agreement represents the entire understanding between the parties relative to the South Carolina Restaurant Week, and is intended to be fully binding upon the parties.

**Payment:**

**In order for an application to be considered complete we must receive full payment and gift card/certificate**

Check Enclosed Amount \$ \_\_\_\_\_

Credit Card:  Visa  Master Card  American Express

Card Number: \_\_\_\_\_

Expiration Date: Month \_\_\_\_\_ Year \_\_\_\_\_

Name on Card: \_\_\_\_\_

Billing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Signature of Card Holder: \_\_\_\_\_

**Website Access: – [www.restaurantweeksouthcarolina.com](http://www.restaurantweeksouthcarolina.com):**

Upon receipt of your completed application, payment, and gift card/certificate an email with a username and log in will be sent to the email address listed above. Restaurant contact person will be able to edit the restaurant profile, post a logo or picture, upload links, add special restaurant week menus, select cuisine type and add website and online reservations links.

**Agreement:**

The restaurant listed in this “Agreement Form” has agreed to participate in the South Carolina Restaurant Week 2012 and agrees to follow all terms outlined in the agreement and adhere to the rules and payment as agreed upon. Failure to either abide by the rules or failure to pay participation fees will result in review and possible expulsion from this year’s event and future South Carolina Restaurant Week promotions.

- I understand that I must log into the Restaurant Week Website and enter my restaurants information
- I understand that I must have a special Prix Fixed value added menu at a price that I determine.
- I understand that the restaurant must print special Restaurant Week menus to present to every guest
- I understand that I must pay the marketing fee and provide a \$50 gift certificate that will be used for marketing trade out

Restaurant Name \_\_\_\_\_

South Carolina Hospitality Association

Contact Name \_\_\_\_\_

Thomas L. Sponseller

Title \_\_\_\_\_

President & CEO

Mailing Address \_\_\_\_\_

PO Drawer 7577

(if different from above)

Columbia, SC 29202

Direct or Cell Phone \_\_\_\_\_

803-765-9000 FAX 803-252-7136

Signature: \_\_\_\_\_

*restaurantweek@schospitality.org*

Date: \_\_\_\_\_