

California Restaurant Association | San Diego County Chapter
SAN DIEGO RESTAURANT WEEK 2012 REGISTRATION FORM

DATES: January 15th – 20th & September 16th – 21st, 2012

- EARLY BIRD REGISTRATION FEES (If registration and payment is received by December 15th, 2011)**
- _____ \$1,000 for Dinner or Dinner/Lunch Participation in the Restaurant Week - January and September 2012
 - _____ \$750 for Dinner or Dinner/Lunch Participation in San Diego Restaurant Week – January Only
 - _____ \$500 for Lunch Participation in Restaurant Week- January and September 2012
 - _____ \$400 for Lunch Participation in San Diego Restaurant Week – January Only

REGISTRATION FEES

- _____ \$1,250 for Dinner or Dinner/Lunch Participation in the Restaurant Week - January and September 2012
- _____ \$850 for Dinner or Dinner/Lunch Participation in San Diego Restaurant Week – January Only
- _____ \$600 for Lunch Participation in Restaurant Week- January and September 2012
- _____ \$450 for Lunch Participation in San Diego Restaurant Week – January Only

The information on this form will be listed on all Restaurant Week materials, so please print clearly exactly as you would like your restaurant name to appear. If you have questions about this form, selecting the correct price point, etc. please contact **Jan Borkum at 619-846-2164 or sandiegocra@gmail.com**

Date of Registration _____ Amount Paid: _____

Would you and/or your chef participate in a TV spot? _____

1. Contact Information:

You must provide ONE contact person who will be responsible for all elements of Restaurant Week, including menu submittal, collateral distribution and internal Restaurant Week communication.

Name: _____ Cell Phone: _____

E-mail (Please list all emails that you would like to have receive communication from the RW team):

2. Restaurant Information:

Restaurant Name: _____

Telephone: _____ Restaurant Address: _____

Website Address: _____

What neighborhood are you located in? _____

3. Dinner Price Point: *(Check the box that applies. You must choose only ONE option.)*

- \$20 per person for prix-fixe 3 course menu
- \$30 per person for prix-fixe 3 course menu
- \$40 per person for prix-fixe 3 course menu

4. Lunch Price Point: *(Check the box that applies. You must choose only ONE option.)*

- \$10 per person for prix-fixe 2 course menu
- \$15 per person for prix-fixe 2 course menu
- \$20 per person for prix-fixe 2 course menu

5. Extension:

- Yes, I will be extending Restaurant Week a second week in January from Jan. 22nd-27th
- Yes, I will be extending Restaurant Week a second week in September from Sept. 23rd-28th



All participating restaurants in San Diego Restaurant Week must be members in good standing of the California Restaurant Association. It is the responsibility of the restaurant to confirm their membership status with the CRA. Members that are not in good standing with the CRA will be removed from SanDiegoRestaurantWeek.com until membership is brought current. New or renewing members should please contact Jan Borkum.

PAYMENT:

Restaurant Name: _____

Restaurant Week Payment Amount: _____ Type of Payment (please circle): Check Visa MC Amex

Checks to be sent to: CRA, 621 Capitol Mall, Suite 2000, Sacramento, CA 95814

Credit Card #: _____ Expiration Date: _____

Name on Card: _____

Signature: _____ Date: _____

GIFT CERTIFICATES:

All participating restaurants in San Diego Restaurant Week are required to provide 2 gift certificates equaling the value of their SDRW menu price. I.e. if a restaurant is in the \$30 category they are required to provide 2 x \$30 gift certificates.

If a restaurant is offering a lunch and a dinner menu for Restaurant Week a total of 4 gift certificates equaling the value of their Restaurant Week dinner menu price point are requested.

All gift certificates are due no later than one month prior to Restaurant Week and can be mailed to California Restaurant Association, c/o McFarlane Promotions, 656 Fifth Ave., Ste B, San Diego, CA 92101. If your gift certificates are not received by this deadline your restaurant will be disabled from the Restaurant Week Website and will not be listed until the gift certificates are in hand.

Gift certificates must be valid for a minimum of 6 months. The gift certificates should not be valid for use only during San Diego Restaurant Week.

Restaurants are encouraged to donate as many certificates as they would like to get additional promotion for Restaurant Week. The gift certificates received are used in a variety of media trade programs as well as for the 52 Weeks contest.

The two restaurants to turn in the most gift certificates will be tagged Restaurant Week radio spots.

- 1st Place: restaurant tagged in (8) :10-second radio spots
- 2nd Place: restaurant tagged in (5) :10-second radio spots

AGREEMENT OF TERMS:

I, _____, of _____ have read through all terms listed in this application and hereby agree to follow all rules and regulations of participation in San Diego Restaurant Week.

Signature

Date

Please complete and fax both pages to Jan Borkum at 619-795-9185. If you have any questions please contact Jan Borkum at sandiegocra@gmail.com or 619.846.2164.