

SFChefs 2010 Restaurant Week
Presented by Golden Gate Restaurant Association
Sponsored by Visa Signature®



Restaurant Participation Form

X _____
Confirmed participation signature Date _____

Name (printed) Restaurant or Affiliated Business _____

Chef's name as you would like it to appear: _____

Address: _____

Primary contact: _____ Primary contact's e-mail: _____

Primary contact's telephone: _____

Price Point Selection and Offer: _____

Please consider incorporating SF Chefs 2010 participating sponsors' products and ingredients into your menus for SF Chefs Restaurant Week. [Please click here](#) for sponsor contact information.

Current GGRA Member _____ (no charge) Non-GGRA Member _____ (\$300.)

- Enclosed is our **Check** Charge my **Credit Card** **American Express** **Visa** **MasterCard**
 Discover **Diners Club**

In the amount of \$ _____ covering fees to Participate in Restaurant Week 2010

Cardholder Name: _____ Card#: _____ Exp: ____ / ____

Billing Address: _____

Signature: _____ Cardholder Phone: (____) _____

*We will also provide more information soon regarding the new SF Chefs iPhone application and how it can help promote your restaurant.

PLEASE E-MAIL THE COMPLETED FORM TO laura@ggra.org OR FAX TO 415-781-3925

Please mail gift certificates and check payments to GGRA at 100 Montgomery Street, Suite 1280, San Francisco, CA 94104





SF Chefs Restaurant Week!

GGRA and **Visa Signature®** are proud to have produced SF Chefs in 2009 showcasing its restaurant members. In 2010, we're creating an additional opportunity to showcase restaurants as a benefit of membership.

We're excited to formally introduce *SF Chefs Restaurant Week*, August 9-15th. Consumers will be invited to celebrate the greater San Francisco Bay Area's best food and wine offerings by visiting participating restaurants. **Your restaurant and chef will be featured on the SFChefs2010 website with a Showcase Menu highlighting your specialties.** Restaurants are asked to offer a **3 course dinner menu at \$35, or \$50.** The two price points are meant to accommodate a wider selection of restaurants, and to allow neighborhood restaurants to add cocktail or wine pairings to reach the \$50 menu. Restaurant Week is **sponsored by the National Pork Board**, so **each restaurant is asked to feature pork in at least one dish** on the 3 course menu. We also encourage you to invite the producers that you work with, to give guests an opportunity to talk with them about the sources of the wonderful food you serve.

Cost: for **GGRA members:** two \$100 gift cards to be used to promote the week as contest prizes with our media partners.

Cost: for **non-GGRA members:** \$300 plus two \$100 gift cards.

Marketing Plan: SF Chefs Restaurant Week and participating restaurants will be promoted and prominently featured through a dedicated media plan, generating an estimated 20 million impressions, and utilizing and engaging consumers through new media channels and partners. **For more information, visit: www.ggra.org or SFChefs2010.com**

Media Sponsors include:

