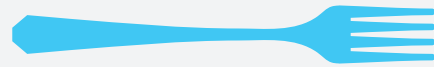


LOVE CAMBRIDGE'S



# Restaurant Week



Monday 16th - Friday 27th March 2020

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EDITION

# What is Love Cambridge Restaurant Week?



Knives & Forks at the ready! Love Cambridge Restaurant Week will be returning from **Monday 16th - Friday 27th March 2020**, to celebrate the city's extensive food and drink scene. The event is being organised by Cambridge BID, partnered with Cambridge Edition, and aims to help residents discover different places to eat by offering set menus at some of the city's best eateries for £10, £15 and £20, or Lunch for £5 (cafés only)

We need cafés, bars and restaurants to get involved, creating an offer to run for the duration of the event, encouraging people who don't normally eat out in Cambridge to come back time and again for second helpings!



## Reasons to get involved:

Participating restaurants/cafés offer special lunch and dinner menus at set prices. The event provides visibility and promotion opportunities while introducing new customers to restaurants and enhancing the economic vitality of Cambridge.

### 1. Economic Benefits

The estimated economic impact of the inaugural Restaurant Week in 2019 was **£22,500** for the businesses involved. This year we are aiming to top those figures with our new consumer friendly website and download functionality.

### 2. Great Marketing Tool

Cambridge Restaurant Week in 2019 had over 50 businesses provide offers which resulted in over **60,000** page views, **4,000** voucher downloads and **1,000** redemptions across Cambridge.

### 3. Data Capture Opportunity

This year we have introduced the ability to capture email data from customers who download your offer. The customer will have the option to share their email details with the restaurants involved.

## How will people find out about it?



We have an online and offline marketing plan in place to promote the event that includes:

- Three page editorial and advertorial coverage in the February and March editions of Cambridge Edition, which distributes 35,000 copies and has over 100,000 readers a month
- A major social media campaign using Cambridge BID, Love Cambridge and Cambridge Edition channels, as well as other pages that have strong influence to the target audience – locally & regionally
- Restaurants / cafés / bars / social media & digital channels
- Heavy online presence using the new Love Cambridge website, plus Cambridge Edition website
- In-paper and online advertising
- Public relations support that will help to ensure regional awareness is high and maximum coverage is gained
- Messages pushed out through the city's business networks

**LOVE-CAMBRIDGE.COM**

## How to get involved?



- Simply complete the submission form on the Love Cambridge website by *clicking here*.
- You will be asked to supply a £5/£10/£15/£20 offer or set menu and a high resolution image of your restaurant
- Your restaurant & offer will be featured on the Love Cambridge website after sign off from the team
- Customers visit the Love Cambridge website to download a voucher for your restaurant
- Customers must book directly with the restaurant & mention 'Restaurant Week' and present voucher on arrival

We recommend you complete the submission form as soon as possible, so that your business and offer can be included in PR & promotion from the outset. If you want your business to feature in the Cambridge Edition coverage, the deadline for submission is **Wednesday 5th February, 2020**.

\*Please note, only Cambridge BID businesses are able to submit offers for this event.\*

Any questions, please email Kristian Foreman at [kristian.foreman@cambridgebid.co.uk](mailto:kristian.foreman@cambridgebid.co.uk)