



## Sign up NOW for Bite of Ithaca!

**Registration Due: Wed., May 15, 2019**

### Dear Restaurant Owners & Managers:

We are pleased to invite you to participate in BITE OF ITHACA presented by Maguire Hyundai Subaru celebrating its 5th year! Bite celebrate the culinary diversity and strength throughout Ithaca, Trumansburg, and Lansing. This year, Bite will take place **Monday, June 17th - Saturday, June 22nd, 2019.**

### HOW IT WORKS:

Participating restaurants agree to offer \$5.00 "bites" on their menus or create a special temporary Bite menu to accompany a main menu—small plates, appetizers, petite versions of popular menu items, tapas, desserts, drinks, appetizers during dining hours. These offerings can be varied and should be thought of as items that are not filling but inspire more items ordered throughout the meal.

The Downtown Ithaca Alliance will collect and assemble a master listing of all offerings or, as we like to call it, a "Bite Sized Menu" that is marketed both electronically and in print to the Ithaca community and tourists.

Bite of Ithaca is designed as a promotion to encourage locals and visitors to dine out at restaurants around the county, exploring places they have never been or have not been back to in a while.

### NEW CHANGES FOR 2019:

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#### GRAND PRIZE FOR THE BITE CUSTOMER RAFFLE:

Instead of a Downtown Ithaca Gift card as the grand prize in our Bite of Ithaca raffle, the grand prize winner will get to choose a participating Bite restaurant and receive a \$150 gift certificate from that restaurant. We will make arrangements with the chosen restaurant and purchase the gift certificate on the winner's behalf.

#### RESTAURANT BOOSTS: \$150 - 6 spots total. 5 available.

As an added opportunity to amplify attention your restaurant gets during Bite of Ithaca, you can purchase a featured listing and marketing attention during the promotion.

#### THE BOOST INCLUDES:

- A featured and prominent listing on the Bite passport
- A featured and prominent placement on [biteofithaca.com](http://biteofithaca.com)
- 2 dedicated Facebook posts that are boosted on the Bite of Ithaca Event Page leading up to the event.
- 2 dedicated Instagram posts on @BiteofIthaca (will be reposted by @DowntownIthaca)
- Dedicated listing with participation details in the official Bite of Ithaca press release.

## **HOW TO PARTICIPATE:**

It's FREE to sign up, unless you choose to buy up for additional promotion.

## **HOW TO REGISTER: Register by: Monday, May 15, 2019**

Email a completed form (*next page*) to: [allison@downtownithaca.com](mailto:allison@downtownithaca.com)

Mail it to: Downtown Ithaca Alliance, 171 E. State St PMB #136, Ithaca, NY 14850 ATTN: Bite of Ithaca

OR register online at: [www.biteofithaca.com](http://www.biteofithaca.com).

Submit logo, restaurant food photos (pref. of bites if you have them) to: [allison@downtownithaca.com](mailto:allison@downtownithaca.com).

## **General Bite Marketing Support:**

Your restaurant will be listed and linked on the [biteofithaca.com](http://biteofithaca.com) and [downtownithaca.com](http://downtownithaca.com) webpage.

You will also receive print and digital promotional materials and tools to generate traffic inside your restaurant before and during the event including: posters and check presenter inserts and/or table tents, and social media templates and images to share with your followers.

## **Bite Ad Campaign:**

Bite of Ithaca will have a paid advertising campaign including radio and print around Tompkins County and the Finger Lakes region, targeted online ads and social media advertising, PR campaign.

## **Make the Most of your Bite participation**

### **1. Tell your customers about Bite of Ithaca ahead of time.**

Add to your restaurant calendar, facebook page, events chalkboard, etc.

### **2. Print specials menus or post special Bite menus for the week:**

Use the digital templates provided in your marketing materials to create special menu inserts for the week. Customers may come in specifically for Bite or they may take part in it because they learned about it through your restaurant.

### **3. Utilize our marketing efforts to maximize attendance at your event.**

If you are on social media, share the Bite event page and post to it with your deals. Tag any posts you do leading up and during with **#biteofithaca** and we'll share what you post.

Bite of Ithaca will this year have it's own Instagram feed: @biteofithaca. Tag it, we'll share it.

### **4. Distribute and stamp Bite Passports.**

Bite of Ithaca Passports are a compiled listing of all participating restaurants. People who dine at 3 or more restaurants during Bite of Ithaca can turn in their completed passports and be entered to win a \$150 gift certificate to a Bite Restaurant of their choice.



## BITE REGISTRATION FORM

Register by: **WEDNESDAY, MAY 15, 2019**

**How should we contact you regarding your restaurant's participation in Bite of Ithaca?**

Name of best contact person: \_\_\_\_\_

Contact email: \_\_\_\_\_

Contact phone number: \_\_\_\_\_

**Tell us a bit about your business so we can list you properly in the guide.**

Business Name: \_\_\_\_\_

Business Address: \_\_\_\_\_

Restaurant Phone: \_\_\_\_\_

Restaurant Website: \_\_\_\_\_

**How do you define your establishment?**

- Restaurant
- Bar
- Both
- Other (please explain): \_\_\_\_\_

**How many \$5 items do you anticipate offering?**

- 1 menu item
- 2 menu items
- 3 menu items
- Other (please specify): \_\_\_\_\_

**Tell us about your Bite specials (as best you can—we understand ingredients are subject to seasonal availability and shortages). We will list them on the website.**

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Please select which days/meals you will be open AND offering a bite menu.

	Lunch	Dinner	Other (Breakfast, Late Night, etc.)
Mon., June 17			
Tues., June 18			
Wed., June 19			
Thurs., June 20			
Fri., June 21			
Sat., June 22			

Are you running any special events during Bite of Ithaca, Jun. 17-22?

(Ex: live music, trivia night, pint night, etc. We'll include these details in your listing too.)

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Please list the names of your business's social media pages, if you have them:

Facebook page: \_\_\_\_\_

Twitter handle: \_\_\_\_\_

Instagram account: \_\_\_\_\_

Would you like to purchase a \$150 Bite Restaurant Boost for additional promotion to your business?

YES      NO

*If yes, please submit check with application for \$150 made out to Downtown Ithaca Alliance, or call (607) 277-8679 for a credit card transaction. Boost must be paid in full by June 11th.*

**Registration is due: Wednesday, May 15, 2019**

Email to:	Mail to:
allison@downtownithaca.com	Downtown Ithaca Alliance Attn: Bite of Ithaca 171 E. State St. PMB 136 Ithaca, NY 14850