



# Sign up NOW for Winter Bite of Ithaca!

**Registration Due: Mon., Nov. 2, 2020**

## **Dear Restaurant Owners & Managers:**

Downtown Ithaca is pleased to bring back Bite of Ithaca this year **Friday, Dec. 4 - 12, 2020**. This year's Bite is timed to coincide with the Winter Light installations that will be lighting up the Ithaca Commons throughout that same week, and also to bring business to restaurants in the slump time leading up to the holidays. This year to work in compliance with NYS Health & Safety guidelines, we encourage all restaurants to make available their Bite menu for dine-in & takeout service.

### **HOW IT WORKS**

Participating restaurants agree to offer a couple of \$5.00 "bites" —small plates, appetizers, petite versions of popular menu items, tapas, desserts, drinks, appetizers during dining hours. These offerings can be varied, and we encourage you to promote local and farm-to-table sourced ingredients.

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 will be marketed both electronically and in print to the Ithaca community and tourists. In order for this event to succeed a sufficient number of restaurants need to participate to make it dynamic and encourage lots of dining around area restaurants.

Necessity is the mother of invention. This is the year of creative strategies! Creative menu offerings coupled with creative packaging to put it all together. Instead of just selling one \$5 bite, consider Bite sampler for \$15-20 that brings together the 3-4 options into one order?

### **COVID-19 RECOMMENDATIONS**

In the past, Bite has mostly been an in-person dining experience. This year, with safe reopening guidelines still in effect, we encourage participating restaurants to make their bite menu available for takeout and online orders as well to generate contactless purchases.

### **MARKETING PROGRAM**

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 promotion of your restaurant in the Holiday Marketing efforts including digital, radio and print materials and tools to generate traffic inside your restaurant leading up to the event.

#### ***These include:***

- *Paid advertising campaign to Ithaca and regions beyond*
- *Social Media advertising*
- *PR efforts to local and regional media.*
- *Online and social media graphics to share on your page.*
- *Digital Bite passport*

## **CHANGES FOR 2020**

### **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 \$100 gift certificate from that restaurant. We will make arrangements with the chosen restaurant and purchase the gift certificate on the winner's behalf.

*RESTAURANT BOOST: \$50 - 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:***

- Featured and prominent listing on the Bite passport
- 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 promotion week.
- 2 dedicated Instagram posts on @BiteofIthaca (will be reposted by @DowntownIthaca)
- A dedicated listing with participation details in the official Bite of Ithaca press release.

## **HOW TO PARTICIPATE**

It's completely free to simply participate but there are opportunities for add-on marketing amenities.

### **HOW TO REGISTER: Register by: Monday, November 2, 2020**

- 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) or you can also upload them in the online application

## **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: **MONDAY, NOVEMBER 2, 2020**

**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.

	Breakfast	Lunch	Dinner	Other (Brunch, Late Night, etc.)
Fri., Dec. 4				
Sat., Dec. 5				
Sun., Dec. 6				
Mon., Dec. 7				
Tues., Dec. 8				
Wed., Dec. 9				
Thurs., Dec. 10				
Fri., Dec. 11				
Sat., Dec. 12				

Are you running any special events during Bite of Ithaca, Dec. 4-12?

(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 \$50 Bite Restaurant Boost for additional promotion to your business?

YES      NO

*If yes, please submit a check with an application for \$50 made out to Downtown Ithaca Alliance, or call (607) 277-8679 for a credit card transaction. Boost must be paid in full by Nov. 13, 2020*

**Registration is due: Monday, November 2, 2020**

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