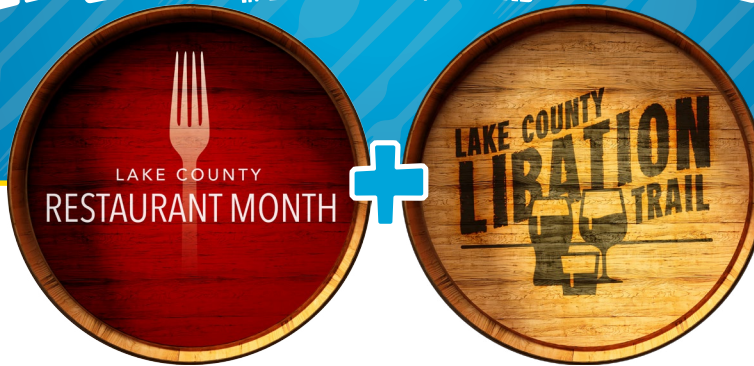


# FEBRUARY FLAVOR FESTIVAL

IN LAKE COUNTY, ILLINOIS



## A Monthlong Celebration in Lake County

FEBRUARY 1–29, 2024

This year we are extending Restaurant Week into Lake County Restaurant Month and merging it with our popular Libation Trail Month promotion to create the **February Flavor Festival – a monthlong celebration of food and drink in Lake County**. These two campaigns naturally complement each other, so combining them will only grow the loyal followings each niche has developed — and allow us to shine an even stronger light on the wonderful restaurants and libations Lake County has to offer. We'll offer a full calendar of taste-tempting promotions for both restaurant diners and craft beverage lovers, Check-In Challenge opportunities to win great prizes, Valentine's Day features, fun media opportunities and special events to engage residents and visitors and bring them through your doors and to your tables.

### A MONTH OF OPPORTUNITIES

This year's promotion is all about the flavors of Lake County, so plan ahead for tastings, pairings and special events that can showcase your unique offerings throughout all of February. Current Visit Lake County partners who paid for the July 1, 2023 – June 30, 2024 fiscal year are welcomed to participate already. Late renewals and new partners will be accepted until December 8th to be listed in Lake County Restaurant Month marketing materials.

Partnership extends yearlong with many advertising and referral benefits.

### TARGETED MARKETING & PARTNER VALUE

- Lake County Restaurant Month Downloadable Toolkit with Templates
- Website Dining Section Feature
- Website Event Listings
- Visitors Map Guide Listing
- Group & Catering Referrals
- Visitors Map Guide for Distribution
- Integrated marketing with digital, broadcast and print campaigns across platforms like Facebook, Instagram, Pandora, Spotify, Google ads, TV, radio, *The Daily Herald*, *Chicago Tribune* & more.
- E-blasts
- Social Media Reach
  - Networking Opportunities
  - 360° Immersive Video Content



# 2024 RESTAURANT MONTH PARTICIPATION FORM

## STEP 1 – SELECT PARTNERSHIP

**Renew** (For current partners/renew for FY2023-2024)

**Join** (For new partners)

Complete and email this form along with your menu offer. **Items must be received by Friday, December 8th.**

## STEP 2 – COMPLETE THE FOLLOWING ITEMS

### FOR CURRENT PARTNERS

a. Complete steps below

### FOR NEW PARTNERS

a. Complete steps below by Friday, December 8th

b. Go online and register: <https://www.visitlakecounty.org/Partners-Overview>

c. Payment link will follow registration



RESTAURANT WEEK 2023:  
**80** PARTICIPATING  
RESTAURANTS  
IN 27 COMMUNITIES

## STEP 3 – COMPLETE CONTACT INFORMATION

Restaurant Name: \_\_\_\_\_

Restaurant Contact: \_\_\_\_\_

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

City/Town: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

## STEP 4 – LAKE COUNTY RESTAURANT MONTH OFFER

Businesses can offer their choice of menu items and special pricing to new customers. Experience has shown that the best performing offers give a substantial price savings per person or per couple, or flat rate. We suggest showcasing your best specialties for the most impact.

Choose from:

A **fixed-price**, multi-course meal (3+ courses at a flat-priced package)

A **house specialty** item at a reduced price (20% or more)

A **combo meal** (for example: appetizer and entrée or entrée and beverage or dessert)

Repeat last year's offer

Define **or** attach your special offer **and** provide pricing:

\_\_\_\_\_

## STEP 5 – PROVIDE COLLATERAL TO VISIT LAKE COUNTY'S MARKETING DEPARTMENT

**Send** this participation form, your special offer and high-resolution images to [Tourism@LakeCounty.org](mailto:Tourism@LakeCounty.org)

**Mail** one (1) Gift Card valued at \$25 or more (to be used for prizes & promotions) to Visit Lake County, 5465 W. Grand Ave., Gurnee, IL 60031

## ADDITIONAL PARTICIPATION

Provide a complimentary meal service for two (used during Facebook Live or pre-recorded videos with a media personality or social media/community influencer)

Host a special event or entertainment between February 1 and February 29 that we can add to our events calendar and feature on social media



**BONUS:** Check-In Challenges will be offered for both Restaurant and Libation Trail guests to win prizes when they visit 5 or more locations in each category during February. Visit Lake County will offer a full multi-media marketing campaign, onsite collateral materials, a digital tool-kit and easy-to-follow instructions for participation.