

# BLOOMINGTON-NORMAL AREA CONVENTION AND VISITORS BUREAU PRESENTS



Welcome to **BN Bites & Brews** – Bloomington-Normal Area's Restaurant Week 2021! We are excited to spend this week uplifting and supporting our local restaurant owners, cooks, and servers. BN Bites & Brews will be a ten-day celebration of local food where customers can discover our prized culinary scene.

## HOW TO PARTICIPATE

All local restaurants, breweries, bars, bakeries, and cafes that serve food items are invited to participate in BN Area Restaurant Week! For your business to participate, you must follow this simple set of guidelines:

- Participating business must provide one of the following options below that are unique to BN Area Restaurant Week. Options can be for dine-in or takeout. Options include:
  - **Discount:** a percentage off entire purchase, buy one/get one, or lower priced items
  - **Special Menu Item:** a limited item, a new item, or a variation of an item from your typical menu
  - **Meal Package:** a full meal that is bundled for carryout for either 2 or 4 people
- Restaurant specials must be available for the duration of the program, March 5-14, 2021.
- Provide a high-res photo of the specialty food item (if offered), or a photo of any menu item if offering a discount.
- We would like to encourage all participating restaurants to use the BN Bites & Brews logo and #BNRestaurantWeek on your own social media.
- There is no monetary fee to participate, other than what is listed above.

## READY TO GET STARTED?

For restaurants to participate, visit [www.visitbn.org/home/restaurant-week](http://www.visitbn.org/home/restaurant-week) to fill out the Restaurant Participation Form by February 26, 2021.

**#BNRestaurantWeek**

## PROMOTING RESTAURANT WEEK

The Bloomington-Normal Area Convention and Visitors Bureau will launch a marketing campaign to help drive traffic to your location. Advertising for the event will include:

- VisitBN social media accounts, including Facebook events, boosted posts, and promo videos
- Digital advertising with photos of food and links to the landing page
- Pantagraph: ads in the newspaper and on Pantagraph.com, interviews with restaurants, and highlights on social media
- Bloomington-Normal Restaurant Scene: promotion on their Facebook page
- Local radio interviews
- Press release to all area media
- All participating restaurants will be encouraged to use the logo and hashtag on their social media accounts during Restaurant Week

## PATRON PRIZES

- Complimentary dinner for 4 at Biaggi's
- McLean County Made Food Basket
- \$50 in gift cards to our local breweries



[www.visitbn.org](http://www.visitbn.org) • 800.433.8226