



Your restaurant is cordially invited to participate in the inaugural **Hampton Roads Black Restaurant Week**, which will take place February, 15 - 21, 2021!

**Hampton Roads Black Restaurant Week** aims to UNITE Culture and Flavor during Black History Month with a week-long culinary adventure dedicated to experiencing Hampton Roads' black-owned restaurants. This is an amazing opportunity to discover some of Hampton Roads' best restaurants at a fixed price.

### How Participating Restaurants Will Benefit

- A website listing that will include the restaurant's address, phone number, description and link to the restaurant's logo that will link to the restaurant's website (or Google Business page)
- Inclusion in Hampton Roads Black Restaurant Week local media coverage (TV, radio, newspaper)
- Spotlight feature of the restaurant on Hampton Roads Black Restaurant Week's social media pages
- Multiple email announcements will go out to partner, restaurant and media databases throughout Hampton Roads



- Marketing that will result in potential stimulation in off-season business revenue
- Introduction of the restaurant to local and visiting diners
- Helping raise Hampton Roads' visibility as a premier dining destination
- Hampton Roads Black Restaurant Week will provide each participating restaurant with five custom menus

### Participating Restaurant Requirements

- \$75 registration fee to support Black Restaurant Week marketing materials. Registration fee is non-refundable. Hampton Roads Black Restaurant Week participation is subject to approval.
- Copy of restaurant's business license

### How the Prix-Fixe Menu Works

- Each course must have at least one option, but multiple choices per course are welcomed.
- Example: You may offer choices for two appetizers, three entrees and two desserts. The diner will choose one option from each category to complete their meal.



- The menu price is fixed, no matter the diner's choice.

## Deadlines for Participation

- **Friday, February 5:** Submit Hampton Roads Black Restaurant Week Application. All applications are subject to approval.
- **Friday, February 5:** Submit Hampton Roads Black Restaurant Week price-fixed menu to [contact@hamptonroadsbrw.com](mailto:contact@hamptonroadsbrw.com).

## Menu Guidelines

- A \$10 price-fixed lunch special.  
  
and/or-
- A \$20 price-fixed two course dinner menu (appetizer and entrée or entrée and dessert)
- Menus will be posted online by Hampton Roads Black Restaurant Week on Sunday, February 14.
- Restaurants may offer a lunch menu, but not a dinner menu; a dinner menu, but not a lunch menu; or both a lunch and dinner menu, as long as the menu(s) meet the Hampton Roads Black Restaurant Week requirements. Subject to approval. Must reflect restaurant's regular menu.



- Price-fixed menus should feature menu items on the restaurant's current menu, or the restaurant may create new dishes for the price-fixed menu.

## Hampton Roads Black Restaurant Week Tips & Suggestions

- Use Hampton Roads Black Restaurant Week hashtags to increase community engagement on your restaurant's social media pages and introduce your restaurant to new audiences.
- Take advantage of increased community engagement with Hampton Roads Black Restaurant Week marketing and media coverage by creating content to showcase your menu items.
- Brand. Create a price-fixed menu for Hampton Roads Black Restaurant week that represents your restaurant and showcases your restaurant's signature menu items. According to Toast.com, 80% of diners who try a restaurant during Restaurant Week are likely to return!