



Sunday, January 25 - Friday, January 30, 2009
Sunday, February 1 - Friday, February 6, 2009

Dear Restaurateur,

It's time to register for dineLA Restaurant Week 2009!

After last year's highly successful inaugural event, we are thrilled to announce that **dineLA Restaurant Week 2009** will take place **January 25 – 30, and February 1 – 6, 2009**. dineLA will once again partner with the local restaurant industry and community leaders to produce this popular event, created to introduce customers to a variety of dining experiences and promote LA's multi-dimensional and talented culinary community.

dineLA Restaurant Week gives local foodies and visitors the chance to experience a selection of specially priced meals from a wide variety of LA's best restaurants. Guests will enjoy **three-course, prix-fixe menus** with the opportunity to select items for each course including an appetizer, entrée and a dessert.

Please register for the dining category that best reflects your year-round menu at the following pricing levels (excluding beverages, tax and gratuity):

		<u>Lunch</u>	<u>Dinner</u>
\$	Deluxe Dining	\$16	\$26
\$\$	Premier Dining	\$22	\$34
\$\$\$	Fine Dining*	\$28	\$44

* Restaurants registering for the Fine Dining level are subject to dineLA approval based on existing menu pricing.

By participating in dineLA Restaurant Week, you will receive widespread local and national exposure through a comprehensive marketing and public relations campaign with a promotional value of over \$700,000. Based on last year's results, this year's campaign is expected to generate over 200 million consumer impressions prior to and during the event.

Participation fees for this event are based on the dining category as follows:

\$	Deluxe Dining	\$600 per restaurant
\$\$	Premier Dining	\$800 per restaurant
\$\$\$	Fine Dining	\$1,000 per restaurant

In order to be included in all of the marketing and promotional opportunities associated with dineLA Restaurant Week, the enclosed **event registration should be completed and returned no later than Friday, November 14, 2008.**

We look forward to working with you to make this event a smashing success for your restaurant!

Sincerely,

Carrie Kommers
Director, dineLA





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LA INC. Restaurant Advisory Committee

Emily Beretta	Ford's Filling Station
Don Luis Camacho	Olvera Street Restaurant Group, Camacho's Cantina, El Paseo Inn, Liberty Grill, & Mariasol Cocina Mexicana Restaurants
Gregory Day	Shutters on the Beach, Coast & One Pico Restaurants
Susan Feniger	Border Grill & Ciudad Restaurants
Ben Ford	Ford's Filling Station
Neal Fraser	BLD & Grace Restaurants
Andre Guerrero	Max Restaurant & The Oinkster
Randi Kirshbaum	Collins School of Hospitality Management, Cal Poly Pomona
Evan Kleiman	Angeli Caffé, Host of 89.9 KCRW's "Good Food"
Carlos Lopes	Hotel Bel-Air
Mary Sue Milliken	Border Grill & Ciudad Restaurant
Tom Mullen	American Express
Blair Salisbury	Barn Burner BBQ, Dona Rosa & El Cholo Pasadena Restaurants President, California Restaurant Association Los Angeles Chapter
Carl Schuster	Wolfgang Puck Catering, Chinois on Main, Cut, Red Seven, Spago
Joachim Splichal	Patina Restaurant Group, Café Pinot, eat. on sunset, Kendall's Brasserie & Bar, Nick & Stef's Steakhouse, Paperfish, Patina, Pinot Bistro, and Zucca Ristorante
Suzanne Tracht	Jar & Tracht's Restaurant
Jayne Wilson	Ports O' Call Restaurant



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Event Marketing & Public Relations

dineLA's integrated marketing, advertising and public relations campaign is created to promote the dineLA Restaurant Week event throughout the greater Los Angeles area and will have a promotional and PR value of over \$700,000. The campaign will generate well over 200 million consumer impressions in the local LA area, in regional drive markets, and on a national level for months prior to the event and throughout the two-week program.

Marketing

- **Print** advertising will appear in major local publications including *The Los Angeles Times* and (4-page special section as well as full page ads).
- **Radio** advertising and special promotions will run for four weeks leading up to and throughout the two week event on local **Clear Channel stations** and KCRW.
- **Television** coverage on a **KTLA Ch.5** will air reports during dineLA Restaurant Week.
- **Online** promotion of the event will be featured on partner Web sites.
- **E-mail** announcements will go out to partner and media databases throughout LA.
- **dineLA.com** will feature all participating restaurants with information, including address, phone, menu, map, hyperlink to restaurant Web site and online reservation links.
- **American Express** will promote the event to its Cardmembers via a dedicated email message, statement messaging, e-newsletters, Selects, and other channels. (By executing the attached Event Registration agreement, Participant agrees to have their offer appear in marketing vehicles which include, but are not limited to, the American Express Selects Website ("Selects") and/or on a version of Selects that may appear on non-American Express websites, including those of licensed issuers of American Express branded cards ("Licensed Issuers") and/or co-brand partners of American Express or of the Licensed Issuers and in any of the marketing channels American Express secures for this promotion.)

Public Relations

A PR campaign will run from August through February and target editors at regional and national consumer and trade media including newspaper, magazine and broadcast media, as well as blogs and online media. Public Relations efforts to garner extensive media coverage of participating restaurants and the overall event will include press releases, pitching news and feature stories, and contacting restaurant reviewers and food writers.

The public relations campaign for the 2008 dineLA Restaurant Week resulted in tremendous exposure from a multitude of media outlets including the following:

- *Bon Appetit Blog*
- *CitySearch.com*
- *Eater LA Blog*
- *Frommer's Travel Guide*
- *Gayot.com*
- *KABC-TV*
- *KGO Radio San Francisco*
- *KNBC-TV*
- *KSWB-TV San Diego*
- *KTLA-TV*
- *LA Weekly*
- *LAist Blog*





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- *Los Angeles Daily News*
- *Los Angeles Magazine*
- *Nation's Restaurant News*
- *Newsweek*
- *San Diego Tribune*
- *San Francisco Chronicle*
- *San Jose Mercury News*
- *The Los Angeles Business Journal*
- *WNBC-TV New York*
- *Zagat.com*

Collateral Materials

Participating restaurants will receive a package of marketing materials in early December to promote dineLA Restaurant Week to their customers. These materials will include:

- Check presenter/brochure rack promotional cards with event information
- Posters for display
- dineLA Restaurant Week menu template to use during the event
- E-mail blast template that can be sent to your customer base and customized with your menus and restaurant information
- CD of official dineLA Restaurant Week logos, templates and artwork

Web Site

dineLA.com is the official Web site for the dineLA Restaurant Week event. Participating restaurants will be listed on the site along with their restaurant location, phone number, a link to the restaurant's Web site, their dining category and their dineLA Restaurant Week event menu. Menus of the participating restaurants will be available for viewing in December.

Launch Event

dineLA Restaurant Week will be officially launched at a special kick-off event for the media and participating restaurants on Wednesday, January 21, 2009. Owners and Executive Chefs of participating restaurants are encouraged to attend.

Contacts

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Event & Menu Guidelines

Event Pricing

dineLA Restaurant Week menus offer guests a three-course meal consisting of appetizer, entrée and dessert. Pricing is per person and includes food only. Beverages, tax and gratuities are excluded. Restaurants opt into one of the three menu pricing categories for **lunch**, **dinner** or both **lunch and dinner** meal periods. Your price level should be noted on the menu to avoid confusion.

		<u>Lunch</u>	<u>Dinner</u>
\$	Deluxe Dining	\$16	\$26
\$\$	Premier Dining	\$22	\$34
\$\$\$	Fine Dining*	\$28	\$44

* Restaurants opting into the Fine Dining level are subject to dineLA approval based on existing menu pricing.

Menus

The dineLA Restaurant Week prix-fixe menu should reflect the quality and variety of the restaurant by including signature dishes from the regular menu. **Restaurants must provide at least three options for each course**, which will be included on the event Web site and promoted to the public. Portion sizes of the event menus should reflect appropriate serving sizes for each item. The dineLA Restaurant Week menu items you select must remain consistent throughout the entire event. Once posted online, menu pricing may not change.

Restaurants may take the opportunity to offer optional wine pairings or a signature cocktail to promote their restaurant, the event and to help build sales. This may also be featured online with your menu.

Participating restaurants are required to have printed event menus and should present both the dineLA Restaurant Week menu as well as the regular menu to all guests.

Event Promotion

Participating restaurants should display dineLA Restaurant Week signage within the establishment one month prior to the event. Also, restaurants should distribute promotional cards in check presenters and brochure stands and restaurant staff should encourage guests to find out more about dineLA Restaurant Week by going to the event Web site at dineLA.com or by calling (877) dineLA1 (877.346.3521).

Reservations

In anticipation of the number of guests wanting to experience dineLA Restaurant Week, participating restaurants are strongly encouraged to accept reservations for this event and will be responsible for managing their own reservations.

Early reservations will be offered for American Express® Cardmembers between January 1-15. When a customer calls to make a reservation during this period, please confirm he/she is an American Express Cardmember.

Contact information and menus for participating restaurants will be listed on the event's official Web site at dineLA.com. Guests can view menus, make online reservations or go directly to your site.





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EVENT REGISTRATION

RESTAURANT INFORMATION

Please enter restaurant information as it will appear in dineLA Restaurant Week marketing materials.

Restaurant Name:

Restaurant Address:

Restaurant Phone Number:

Website Address:

10 Digit American Express Merchant Number:

If you don't already accept the American Express® Card, call 888-829-7302 Mon-Fri 8:30am-8pm EST to sign up today.

CONTACT INFORMATION

Please provide ONE person who will serve as the main contact during dineLA Restaurant Week.

Contact Name:

Contact Title:

Contact Email:

Contact Phone Number:

REGISTRATION FEES & PAYMENT

- Deluxe Dining Level - \$16 Lunch / \$26 Dinner \$600 Per Restaurant
- Premier Dining Level - \$22 Lunch / \$34 Dinner \$800 Per Restaurant
- Fine Dining Level - \$28 Lunch / \$44 Dinner* \$1,000 Per Restaurant

*subject to dineLA approval based on existing menu pricing.

- Please Bill My Credit Card: American Express, MasterCard, Visa (American Express is preferred)

Card Number _____

Expiration Date _____

Name on Card _____

Signature _____

- Enclosed is a Check Payable to **LA INC. The Los Angeles Convention and Visitors Bureau**
Mail check w/ completed forms to address below.

Total Amount \$ _____

Event Registration Deadline is Friday, November 14, 2008

Please return the completed forms to K-Line & Company:
2700 E. Coast Hwy, Suite #6, Corona del Mar, CA 92625
949.209.8760 • Fax 949.200.7029 • dineLA@K-linePR.com



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MENU SELECTIONS
(3 SELECTIONS REQUIRED FOR EACH COURSE)

Please check the selected dining level for the menu listed below

\$16 Lunch / \$26 Dinner

\$22 Lunch / \$34 Dinner

\$28 Lunch / \$44 Dinner*
*subject to dineLA approval

Appetizers:

Choice 1:

Choice 2:

Choice 3:

Entrees:

Choice 1:

Choice 2:

Choice 3:

Desserts:

Choice 1:

Choice 2:

Choice 3:

**** Please submit a separate menu for each meal period. ****

All menus must be received no later than Wednesday, December 10, 2008.

Please return the completed forms to K-Line & Company:
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