



ATTENTION DENVER RESTAURANTS:

You are cordially invited to participate in the **4th Annual Denver Restaurant Week**, which will be held **Feb. 23 – 29, 2008**.

Presented by the Denver Metro Convention & Visitors Bureau and the Denver Newspaper Agency, Denver Restaurant Week is a seven day celebration of the culinary scene in the Mile High City.

During the week of Feb. 23-29, 2008, participating restaurants will offer a multi-course dinner for the "Mile High" fixed price of **\$52.80 for two** or \$26.40 for one (not including tax or gratuity).

Last year, 150 restaurants participated in Denver Restaurant Week, serving **more than 119,000 meals**. The Denver Restaurant Week Web site received **more than 100,000 unique visits** with each visitor spending an average of 11 minutes and viewing 42 menus.

The full advertising and public relations campaign was valued at **more than \$1 million**.

COST TO PARTICIPATE IN DENVER RESTAURANT WEEK 2008:

All money from registration fees will be used to market Denver Restaurant Week. Administrative costs for the event will be covered by the Denver Metro Convention & Visitors Bureau and other sponsors.

Denver Metro Convention & Visitors Bureau or Colorado Restaurant Association MEMBERS

\$350 (Must be a member of either the Denver Metro Convention & Visitors Bureau or the Colorado Restaurant Association)

\$990 SPECIAL Denver Newspaper Agency 2008 Advertising Package

Ad package will include:

- Registration for Denver Restaurant Week
- 2 column x 4 inch ads in The Denver Post and Rocky Mountain News.

Ads will run in:

1. *The Denver Post* on Wednesday, 2/20 and Friday, 2/22

AND

2. *Rocky Mountain News* on Wednesday, 2/20 and Friday, 2/22

NON-MEMBERS



\$450 (non-member) To learn more about the benefits of being a member of the Denver Metro Convention & Visitors Bureau and to qualify for discounted DRW rates and other benefits, contact Robyn Carnes at rcarnes@denver.org or 303.571.9436

\$1,090 (non-member) **SPECIAL Denver Newspaper Agency 2008 Advertising Package**

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Please review the enclosed Registration Form.

DEADLINE:

Registration forms must be received no later than **Dec. 15, 2007** to ensure inclusion in all promotional materials. Payment must be received before **Jan. 2, 2008**.

QUESTIONS?

Please contact Rich Grant at the Denver Metro Convention & Visitors Bureau:
(303) 571-9450 or rgrant@denver.org

Thanks and we hope you will join us for another successful Denver Restaurant Week.

Richard Scharf
President & CEO
Denver Metro Convention & Visitors Bureau