



Hoover International Restaurant Week February 17-26, 2023

Hoover Restaurant Week exists to highlight the variety of regional, international and specialty restaurants Hoover has to offer while bringing visitors to their doors.

- The event increases traffic to participating restaurants 5-7%
- The event is supported with marketing campaign including:
 - Television campaign with 3 million impressions in the local market
 - *The Hoover Sun* will publish a list of participating restaurants
 - Social Media campaigns reaching 1.5k followers with an average of 6.5k impressions
 - Televised launch event with Jeh-Jeh Pruitt reaching 50,000-75,000 Fox 6 viewers
 - City-wide exposure with printed materials in participating restaurants
 - Advertising campaign drives 30,000 visitors to HooverRestaurantWeek.com

Hoover Restaurant Week benefits [Hoover Helps](#) who helps food insecure families in Hoover.

Restaurant Application Form:

Business Name _____

Contact _____

Address _____

Phone _____ Email _____

Special Menu Item to be featured on website for International Restaurant Week:

- Please create a special for the Week that we will feature on our website. Make sure you train your staff to offer the Restaurant Week Menu items to your guests
- Forward your Logo to HooverRestaurantWeekLogo@gmail.com
- Promote this menu special on your Social Media
- Share all Hoover Restaurant Week posts on your Social Media channels
- We will provide **advertising, posters, table-toppers, social media** and a **website** to market the event
- This year, there is a **participation fee of \$100** to offset marketing costs. Please make checks payable to: *Hoover Restaurant Alliance*.

If you have any questions, please contact David Cohen 205-213-361,
davidg.cohen@hotmail.com

*Enjoy*Hoover.com