



**POCONO MOUNTAINS
RESTAURANT MONTH**

Taste of the Poconos

April 13 to May 8, 2020



RESTAURANT SPONSORSHIP PACKAGES

Expand Your Reach and Showcase Your Restaurant to Thousands of Potential Customers in the Poconos and Surrounding Regions.

PoconoRestaurantMonth.com

PikeChamber.com





Taste of the Poconos

April 13 to May 8, 2020

Dear Restaurant Owners,

The Pocono Mountains Visitors Bureau (PMVB) and the Pike County Chamber of Commerce are teaming up again for the **2020 Pocono Mountains Restaurant Month “Taste of the Poconos”** Campaign. The goal is to grow participation from more restaurants and expand our messaging through this partnership encompassing the four counties of the Pocono Mountains: Wayne, Pike, Monroe and Carbon in northeastern Pennsylvania.

The partnership will bring more awareness to participating restaurants:

The Pike County Chamber of Commerce will not only be promoting your restaurant and **Pocono Mountains Restaurant Month** on a county level, but the PMVB will also provide additional media spending and promotional ties to support **Pocono Mountains Restaurant Month** on a regional level. Advertising will be comprised of numerous mediums and formats: at the outset, a mix of television, digital, and social. The campaign will flight approximately eight weeks starting the week of March 9th. This affords all participating restaurants prime and expanded exposure throughout the Poconos and surrounding regions.

So, how can you participate in all the excitement of Pocono Mountains Restaurant Month - “Taste of the Poconos?”

Simply by being a member of the PMVB or Pike County Chamber of Commerce, you are eligible to participate. If you would like to learn about sponsorship opportunities, please review the detailed sponsorship packages on the pages to follow, select the sponsorship package which aligns with your budget and follow the instructions on page 4.

Deadline to participate and for all advertising materials is **WEDNESDAY, FEBRUARY 19TH.**

PLEASE NOTE: If your restaurant is a member of either the PMVB or Pike County Chamber of Commerce, you are eligible to be a participating restaurant in **Pocono Mountains Restaurant Month “Taste of the Poconos.”** If you’re interested in purchasing a restaurant month sponsorship package, please return the sponsorship form below. If you’re not a member and would like to participate in **Pocono Mountains Restaurant Month**, please fill out either the PMVB or Pike County Chamber of Commerce Membership Application Form included with this packet.

We look forward to partnering with you this year, so that TOGETHER, we can showcase your business to thousands of new customers!

Thank you,

The Pocono Mountains Visitors Bureau and the Pike County Chamber of Commerce



- All Participating Restaurants Will Receive a **Pocono Mountains Restaurant Month Tool Kit**
 - Includes: Menu Template with menu added to template for you
 - Social Media Templates, Graphics and tags
 - Email Newsletter graphic and information
 - PR Templates and information

Basic Participation Package: \$100 in the form of (2) \$50 Restaurant Gifts Cards or (4) \$25 Restaurant Gift Cards if you're a member of the PMVB or Pike County Chamber. These will be used as donations, so that we can use them for social media contests and other promotions. The gift cards will not be valid during Pocono Mountains Restaurant Month; these will be used to promote additional visits to your restaurants.

- Text link on **PoconoRestaurantMonth.com** with a link to your restaurant's listing (for PMVB Members) or link to your restaurant's website (non-PMVB members).

Sponsorship Packages Available:

1. Silver Spoon Sponsor: \$400.00 and (2) \$50 Restaurant Gift Cards Donation (A \$3,000+ Value)

- Placement on **PoconoRestaurantMonth.com** and on all advertising mediums listed below. This may include and not limited to:
 - Digital and social advertising will drive traffic to PoconoRestaurantMonth.com where your listing is located
 - Mentions on Email Blasts
- "Third Tier Location" PMVB Restaurant Listing on **PoconoRestaurantMonth.com** and your respective Chamber's landing page. *(This listing may include: restaurant name, contact info, link to restaurant website, downloadable menu in PDF format.)*

2. Gold Fork Sponsor: \$600.00 and (3) \$50 Restaurant Gift Cards Donation (A \$4,000+ Value)

- Placement on **PoconoRestaurantMonth.com** and on all advertising mediums listed below. This may include and not limited to:
 - One paid ad on Pocono Tourism Facebook page
 - Digital and social advertising will drive traffic to PoconoRestaurantMonth.com where your premium placed listing is located
 - Mentions on Email Blasts
 - If not a PMVB member: One year of membership as a PMVB Restaurant Member
- "Second Tier Location" PMVB Restaurant Listing on **PoconoRestaurantMonth.com** and your respective Chamber's landing page. *(This listing may include: restaurant name, contact info, link to restaurant website, downloadable menu in PDF format.)*

3. Platinum Plate Sponsor: \$1,000.00 and (4) \$50 Restaurant Gift Cards Donation (A \$6,000+ Value)

- Premium placement on **PoconoRestaurantMonth.com** and on all advertising mediums listed below.
This may include and not limited to:
 - Mentions or tags on Restaurant Month TV spots*
 - Canvas Ad on Pocono Tourism Facebook page (with a potential reach of up to 150,000 impressions)*
 - One Instagram Story on Pocono Tourism IG page (with a potential reach of up to 40,000 impressions)*
 - Digital and social advertising will drive traffic to PoconoRestaurantMonth.com where your premium placed listing is located
 - Mentions on Email Blasts
 - If not a PMVB member: One year of membership as PMVB Restaurant Member
- “First Tier location” PMVB Restaurant Listing on **PoconoRestaurantMonth.com** and your respective Chamber’s landing page. *(This listing may include: restaurant name, contact info, YouTube link to spotlight video, link to restaurant website, downloadable menu in PDF format.)*
- 3-minute Business Spotlight Video that will showcase your business (for one business). Video can be used to promote your business for Restaurant Month, or you can schedule the video to be used to showcase your business throughout the year.

** Mentions or tags will be determined once buy is placed, rotation of names will also depend on the number of Platinum sponsors.*

Participating Restaurant Material Due Date:

- **February 19, 2020**
 - Participation forms, restaurant logo and website link
 - Gift cards and Chamber membership payments (if new application) are due to your Chamber and sponsorship package payments are due to the PMVB in order to receive all sponsorship benefits and allow for time to get your restaurant information on the website.
 - Menus due to the PMVB
 - Menus are to be “Prix Fixe” in the following format and can be for either lunch and/or dinner
 - Appetizer, Entrée and Dessert



How to Order Your Sponsorship Package

DEADLINE FOR PARTICIPATION & SUBMISSION OF REQUESTED MATERIALS IS FEBRUARY 19, 2020

- Once you have reviewed the available sponsorship packages, please complete the provided form ***in its entirety***. Email your completed form, your hi-resolution logo (300 dpi), **and your Restaurant Month Menu (unformatted) in a Word document or in the body of your email** to the Chamber representative listed at the bottom of this form.

PLEASE NOTE that your Chamber will insert your menu into a Pocono Mountains Restaurant Month template and provide you with a PDF of your formatted menu. We ask that you print and distribute this menu to your customers during Restaurant Month.

- Gift Card Donations are to be either mailed or dropped off to the **Pike County Chamber of Commerce at the Milford Community House, 201 Broad St. - Suite #2, Milford, PA 18337**
- Your Chamber representative will then contact you to confirm receipt of your sponsorship package order. For sponsorship, you will receive an invoice from the Pocono Mountains Visitors Bureau. For Chamber membership (if applicable), you will receive an invoice from your Chamber.

VERY IMPORTANT: Please be sure to designate a Restaurant Month Point of Contact for your restaurant and have him/her utilize your Pocono Mountains Restaurant Month Toolkit. Be sure to have your staff promote Restaurant Month to your customers as well as promote on your website and social media pages.

Questions: Please contact your Pike County Chamber representative:

Lee Ann Camarero
Pike County Chamber of Commerce
570-296-8700
info@pikechamber.com



“Taste of the Poconos” Restaurant Sponsorship Form

DEADLINE FOR PARTICIPATION & SUBMISSION OF REQUESTED MATERIALS IS FEBRUARY 19, 2020

Selected Sponsorship Package: _____

Restaurant Name: _____

Restaurant Address: _____

Billing Address: _____

Restaurant Telephone Number: _____

Restaurant Website or URL Link to Your Menu Webpage: _____

Your Restaurant Month Point of Contact Name: _____

Your Restaurant Month Point of Contact Best Phone Number: _____

Your Restaurant Month Point of Contact E-mail Address: _____

PLEASE NOTE: Your restaurant must be a member of either the PMVB or Pike County Chamber in order to participate in **Pocono Mountains Restaurant Month “Taste of the Poconos.”** If you’re interested in purchasing a restaurant month sponsorship package, please return this sponsorship form to your Chamber Representative. If you’re not a member and would like to participate in Pocono Mountains Restaurant Month, please fill out and return either the PMVB or Pike County Chamber Membership Application Form included with this packet.

POCONO MOUNTAINS VACATION BUREAU, INC. MEMBERSHIP AGREEMENT

This agreement made this _____ day of _____ in the year _____ by and between the Pocono Mountains Vacation Bureau, Inc. (PMVB) and the undersigned individual, sole proprietor, partnership, or corporation (member) witnessed:

That in consideration of _____ dollars payable to the PMVB as hereinafter provided, member is hereby granted full membership in the PMVB and is thereby accorded all rights and privileges of such membership as set forth in the bylaws of the PMVB for fiscal year July 1 - June 30, _____.



Registered Trade Name

Local Business Address

City

State

Zip

Business Telephone

Signature: *Owner (Corporate Officer, Partnership, or Individual)

Owner's Address

City

State

Zip

Owner's Telephone



POCONO MOUNTAINSSM

Pocono Mountains Vacation Bureau, Inc.

1004 W. Main Street Stroudsburg, PA 18360 • Phone: 570-421-5791 | Fax: 570-421-6927

PoconoMountains.com

Complete this form and return it to membership@poconos.org

NEW MEMBER INFORMATION SHEET

Welcome to the Pocono Mountains Visitors Bureau! Thank you for choosing the PMVB as a partner in promoting your business. In order to better serve you, please take a moment to provide us with some vital information. The information on this sheet will be used for our internal use to let our Information Specialists know what you do and where you are located as well as let our office staff know who to contact with questions.

Property Name

Physical Address

Mailing Address

Phone Number

Fax Number

Email

Website

Primary Contact

Position/Title

Email

Billing Contact

Position/Title

Email

Advertising Contact

Position/Title

Email

Website Contact

Position/Title

Email

Sales Contact

Position/Title

Email

Introduction/Description of Your Business - Please provide us with both an introduction and full description of your business, which we can use in our monthly newsletter and your listing on our site. For example: "A quaint bed & breakfast, open year-round, situated on 10 acres. Eight guest rooms with private baths overlooking Delaware Water Gap." Continue on back of page if necessary.

Introduction (250 characters or less):

Full Description (750 characters or less):

Name of Person Completing This Form

Title

Date

Thank you! We look forward to meeting you at one of the many PMVB events!



POCONO MOUNTAINSSM

Pocono Mountains Vacation Bureau, Inc.

1004 W. Main Street Stroudsburg, PA 18360 • Phone: 570-421-5791 | Fax: 570-421-6927

PoconoMountains.com

Complete this form and return it to membership@poconos.org



Pike County Chamber of Commerce

at The Milford Community House • 201 Broad Street – Suite # 2 • Milford, PA 18337
570-296-8700 570-296-3921 Fax
info@pikechamber.com www.pikechamber.com

Dear Business/Organization Leader:

It makes personal “CENTS” to join the Pike County Chamber:

- n Referral Program – We can only refer current Pike Chamber members (**priceless**)
- n Networking Opportunities – Regular opportunities through Business Card Exchanges and Meet & Greets (**free for members, \$10.00 for non-members**)
- n **Free** Listing in the Yearly Business and Resource Guide (**\$75.00 value**)
- n **Free** Six months PCCC website ad and the next 6 months at 50% discount when you choose a one-year ad (**\$100.00 to \$720.00 value**)
- n **Free** Business Counseling – Meet with business development professionals to discuss concerns or questions whether you are just starting a business or you have been in business for years (**\$100.00 value**)
- n Lobby Display – Showcase your business brochure/business cards or announcements to catch potential customers/clients. Tourists, visitors & business reps visit the office daily & often request info about local businesses and Chamber members (**\$200.00 value**)
- n **Free** Online Website Directory Listing and link to your website for our members (**\$300.00 value**)
- n Website Calendar, Facebook & Twitter – **Free** promotion of your business/organization events or news (**\$300.00 per month value**)
- n Newsletter – members get two **free** flyers inserted per year (first come basis) (**\$400.00 value**)
- n **Free** use of Chamber Meeting Room – Make use of the Chamber office for your next business or organization meeting. Includes FREE Wi-Fi access. Must call ahead for availability (**\$50.00 value**)
- n ChamberChoice Group Discount Insurance Options for members only– several different plans medical, dental, life, etc. that is available to sole-proprietors and small businesses (**value varies**)

Total minimum value - \$1,535.00

(For average member it's a minimum \$1,340.00 return on your investment)

Did you know that when decision-makers believe a business is a Chamber member, they are 59% more likely to buy goods & services from that business? Did you know that consumers are 63% more likely to buy goods & services from a company they believe is a member of the Chamber of Commerce? Study done by The Schapiro Group.

- n Join a Chamber Committee – Participation in committee activities & working with other business people offers additional opportunities to meet professionals with similar interests, goals and concerns
- n Newsletter – Receive this Free monthly e-newsletter to stay on top of what's going on with other Pike County Chamber businesses
- n **Free Advocacy** – We are a voice for the business community on local and state levels
- n Annual Events – A full calendar on Chamber website of unique events throughout the year – Email your event with details to Chamber office
- n Advertiser Discounts – Different opportunities for low-cost advertising in our publications or on website
- n Continuous Business Educational Seminars – Important topics in business, technology, sales and marketing

Your success in your business is up to you. Your Chamber membership can be one of your greatest assets, but you only get out what you put in. Stay involved, do not ever give up & use your Chamber to help you succeed.



Advertise on PikeChamber .com

BANNER AD - TOP OF EVERY PAGE

Ad Cost: \$60.00/month for members \$120.00/month for non-members
Ad Size: 468px x 60px

This is a premium advertising spot available to only five advertisers per month. The banner is viewable on every page on the website. This ad gives you premium exposure.

BUTTON AD - HOME PAGE ONLY

Ad Cost: \$20.00/month for members \$40.00/month for non-members
Ad Size: 162px x 116px

These advertising spots are available in a highly used section of our website located below the news section and above the calendars. There are four (4) advertising spots that will rotate with other advertisers.

ENHANCED LISTING AD

Ad Cost: \$100.00/year for members \$200.00/year for non-members
Discounted Rates for members only:
\$90.00 per year with 2 ads \$75.00 per year with 3 ads or more
Ad Size: 330px x 210px

Inclusion in our premium placement program will list your business as one of the top listings in your business category in the membership directory section and also on the pages listed below.

Business logo or photo will placed, including address, a link to your website, email, and a description (not to exceed 50 words).

Choose from the following pages:

Relax & Rejuvenate
Shopping
Living in Pike
Home Improvement
Realtors

Stay the Night
Dining
Builders
Financial Services
Relocation Businesses

Health Care Services
Legal Services
The Great Outdoors
Pike County Weddings

Pike County Chamber of Commerce

570-296-8700



Membership Application

Pike County Chamber of Commerce
201 Broad Street – Suite #2 Milford, PA 18337
570-296-8700 570-296-3921 Fax
info@pikechamber.com www.pikechamber.com

Our Business... Is Your Business!

Business Name: _____

Designated Representative: _____ Owner(s) Name: _____

Mailing Address: _____ Physical Address: _____

Brief Business Description: _____

Phone: (_____) _____ Fax: (_____) _____ # of Employees _____

E-mail: _____ Website: _____

Please contact the office about joining:

- ChamberChoice Blue Cross Blue Shield of NEPA & Other Insurance Options
- A Chamber Committee

Your signature is your agreement for membership in the Pike County Chamber of Commerce.

Signature: _____ Date: _____

Who may we thank for referring you? _____

Membership Dues:

Please mail this form with your check made out to: Pike County Chamber of Commerce or complete the credit card information below and fax back. *For businesses with more than one area office, dues are based on total number of employees in all locations.

- General Business:**
 - \$195.00 - Self Employed & 1 to 5 employees
 - \$210.00 - 6 to 10 employees
 - \$350.00 - 11 to 20 employees
 - \$460.00 - 21 to 30 employees
 - \$480.00 - 31 + employees
- Professional:** Architects, Attorney, CPA's, Dentists, Engineers, Realtors, etc.
 - \$195.00 - Individual Practice
 - \$195.00 - Agency/Firm/Group Practice
- Banks:** \$500.00
- Health Care:** \$480.00 (Hospitals, Nursing Homes, Convalescent Homes)
- Utilities:** \$450.00 Less than 20 employees
\$915.00 20 or more employees:
- Non-profit:** \$50.00 (Government, 501(c)3, 501(c)9 non-profits, Charitable)
- Associate Member:** (Pre-Approved by Board)
- Non-Employee Business:** Solo-Operation \$99.00 (*Consultant, Product/Service Related, can be supported by outside contractors but no employees, Sole Proprietorship, Home-Based Only*)

Credit Card Authorization Section:

Cardholder's Name: _____

Credit Card Billing Address: _____

I do authorize Pike County Chamber of Commerce to charge my credit card: ___ Visa ___ M/C ___ Discover

Credit Card #: _____ - _____ - _____ - _____ Exp. Date: _____ Sec. Code: _____

In the amount of USD \$_____ I have been advised of all fees associated with membership and am aware that I have full responsibility for the above mentioned charges. Your Signature: _____ Date: _____

~ Thank You for joining the Pike County Chamber of Commerce! ~

Dues change effective 2/1/2014