

Restaurant Event Marketing Support Tool Kit

Intention: Create a sustainable system so restaurants can create, host and attend events with a world-class presence and build relationship in their communities.

Restaurants have many opportunities to represent Burgerville in our communities. Working with you, we have created tools to support you at your community events.

This Kit is a reference book to share what tools are currently available to you. If you have additional ideas, or custom requests, please reach out to the marketingteam@burgerville.com.

The most recent version of this Kit can be found on the Toolbox under Marketing.

Spreading the Word About Your Event with Media Contacts (also known as “PR”)

If you'd like to notify the community through your local news channels, please contact Sara Perrin at sarap@burgerville.com. For best results, give as much notice and information as possible when making your request. Include in your request:

- Date, location and time of your event.
- All entertainment you are having and what times.
- Any special menu information.
- Any charitable donation elements or non-profit partners joining you at your event.
- Specific requests, if you have them, about being included in your local community newspaper or other area publications like newsletters

Spreading the Word About Your Event in Your Community

- Consider taking a few full page flyers to your local schools, churches, community centers, laundry mats, etc. to help spread the word. Your local community newspaper and Home Owners Associations may have newsletter event listings, or affordable advertising options. At times securing advertising or promotion with “trade” (giving gift cards in exchange for the media value) can be an affordable way to utilize these options – and bring in guests who redeem the gift cards!

We encourage you to reach out and invite your fellow restaurants and home office to participate in, or attend, your event.