

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.

Starting Your Plan

Hosting an event to engage with your community can be fun, rewarding, and build guest count! To best support your event, when you begin planning here is a checklist of some things to consider.

Timing Guideline: Allow at least 60 days in advance to plan your event, 90 days in advance is optimal.

First Steps:

1. Determine why you want to have an event, and what this event will mean to your restaurant and your community. Create an intention for hosting or participating in the event. Determine what results you wish to see generated from your event.
2. Engage others in your restaurant for support in designing your event.
3. Consider connecting with others who frequently host successful events to learn Best Practices.
4. Pick a date and time for your event.
 - a. Check local events calendars and your previous year sales when selecting a day/time for your event.
5. Pick a theme.
 - a. Having a theme not only helps give you a direction to help when planning your event, it also gives guests a way to picture what to expect at your event. For example, if your events theme is “Kids Safety Fair” then you might consider reaching out to your local fire fighters, police, Red Cross and others. If your event is a “Community Carnival”, folks attending might expect carnival games or a festive atmosphere. Choose a theme that your restaurant team can have fun with, and that your community will enjoy.

Next Steps

See sections in this Kit for details to support you with these steps:

1. Determine your budget.
2. Decide if you would like to offer the Special Event Menu.
3. Determine the order of events you'd like to have at your event.
4. Request marketing support for your event.
5. Check On Permitting, if needed
6. Secure Entertainment and/or Vendor Partner Participation
7. Secure Giveaway Prizes, if applicable
8. Reserve Supply Items (like tables, tents, banners, etc)
9. Order Marketing Materials
10. Order cake, if applicable
11. Invite People to Your Event
12. Schedule accordingly, ask for support from your fellow restaurants or home office team as needed