

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.

Setting a Budget

Things can add up very quickly when hosting an event. Having a budget in the beginning will help you manage your expenses. If you need help figuring out a budget contact Terry Weger at terryw@burgerville.com. He can provide you with your restaurants numbers from your last event day or your 50th party and help you determine what to expect.