

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.

Marketing Materials to Promote Your Event

- The marketing team will create **Flyers** and **Signage** for you to promote your event.
- Please provide event details 5-7 days prior to when you'd like the flyers delivered to you.
 - Ideally you would market your event with flyers and signage 2-weeks in advance of the event. This means, you would need to share information with marketing 3 weeks prior to your event (at a minimum).
- Send this information to marketingteam@burgerville.com to create these for you:
 - Date and times of your event
 - Event location
 - If you are using a special menu
 - Events/activities happening and if you want them outlined by times
 - Anything else unique and special happening at your restaurant that would be appealing and entice guests to visit
 - If you have special partners you'd like included in your event
- If you'd like Burgerville to promote your event on **Twitter**, make this request and include a few key details you'd like shared.
- If you have a Restaurant **Facebook** Page, you can create an Event on your page. Reach out to the marketingteam@burgerville.com to support you with creating a Facebook Event Invitation.
- Burgerville Card Holders **Eblast** – If you would like to request an email sent to the Burgerville Card holders who have recently visited your location, contact marketingteam@burgerville.com. At times the schedule for company emails does not allow for sending additional email(s) and remaining in service to the guest, but we will do our best to honor the request. Please make sure to give as much notice as possible when making your request (two weeks notice is preferred).