Northern Delights 2020 - Cabin Fever
January 26 – February 8

RESTAURANT APPLICATION
● Please review the requirements below before completing and submitting your application

● Complete form – Application deadline is December 13, 2019 January 2, 2020

● Submit via email to kmartin@thunderbay.ca or mailed to:
  Karen Martin
  Partnership Marketing Officer – Tourism Thunder Bay
  PO Box 800
  Suite 701, 34 Cumberland Street N
  Thunder Bay, Ontario     P7C 5K4

● The menu and digital logo must be provided by December 20, 2019 January 2, 2020

NORTHERN DELIGHTS CRITERIA
Successful applicants will meet the following criteria:

● An existing, licensed, full-service restaurant

● Offer a Prix Fixe Dinner Menu for the duration of Northern Delights: 2 courses for $25 and/or 3 courses for $35. Meal must represent good value that wows guests

● Independent and locally owned. Franchises and chain restaurants are excluded from this promotion.

● Willingness to promote Northern Delights, other participating restaurants as well as their own restaurants on social media, at media events and print material.

● Provide a digital logo and finalised menu by December 20, 2019 January 2, 2020

● Pay $250 towards marketing and promotion of event. Invoices will be sent to you early in the new year
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RESTAURANT INFORMATION

Name: ______________________________________________________________

Address: _____________________________________________________________

Contact: ___________________ Telephone: _____________________________

Email: _____________________________________________________________

Website: ___________________________________________________________

Facebook: ___________________ Instagram: ____________________________

MENU

Please describe your menu. Include the style of cuisines and a full description of the options that will be available to guests. Please note if you are using locally sourced products as part of your menu. Let us know if the dishes you are presenting are part of your standard menu or if you will be offering new dishes as part of this promotion. Please note that this event is for Dinner only.

Style of Cuisine: _______________________________________________________

First Course:

Second Course:

Dessert Course:

Other value proposition (priced at $25 or $35)

Price Option: ☐ $25 for Two Courses ☐ $35 for Three Courses
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AVERAGE PRICE OF DINNER AT YOUR RESTAURANT

Calculate the average price of a 3-course meal from your regular menu:

First Course  Second Course  Third Course

________________ + _______________ + _______________ = _______________

To qualify to offer the 2 course option, the average price of a 2 course meal in your restaurant must be valued at $30 or more.

To qualify to offer the 3 course option, the average price of a 3 course meal in your restaurant must be valued at $40 or more.

We encourage restaurants to offer both price points if possible.

MARKETING MATERIALS

Please indicate how many menus* you require: _______________

*Please note that the menus will hold all of the participating restaurants.