



ATA-DC
AMERICAN TURKISH
ASSOCIATION OF
WASHINGTON DC



WASHINGTON, DC

MARCH 30 - APRIL 8, 2018

www.turkishrestaurantweekdc.org

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9th ANNUAL TURKISH RESTAURANT WEEK

MARCH 30 – APRIL 8, 2018

WASHINGTON, DC

February 14, 2018

Dear Prospective Restaurant Owner/Manager:

We are excited to announce the 9th Annual Turkish Restaurant Week (TRW) in Washington, DC. This year we are introducing a few changes to the event based on feedback from the restaurant owners and managers:

- TRW will take place in the early Spring (March 30 - April 8): This is a better time for the Restaurants and the foodies in Washington, DC Area, who are ready to go out and explore food options after a long and cold winter.
- TRW will be organized as a stand-alone event rather than being a part of the Turkish Heritage Month in September: This will allow for more visibility and focus on TRW.
- Special Cuisine and Social Events will be organized to promote TRW: Customers food experience will be enriched with special cuisine and social events in the lead up to and during the TRW.
- The event will be advertised in Open Table if 10 restaurants sign up: Other marketing efforts will also be increased. Advertisements will take place in print and social media.

TRW has successfully promoted Turkish cuisine and restaurants in the Washington DC Area since 2009. Organized by the American Turkish Association of Washington, DC (ATA-DC), the event has become a tradition which the Washingtonians cherish. The event promotes not only Turkish cuisine and culture, but also attracts many new customers to Turkish restaurants in the Greater Washington DC Area.

Terms and conditions of participating include:

- ∞ As a part of the Turkish Restaurant Week, participating food vendors are required to offer prefix, four-course dinner menu (including salad, meze appetizer, entrée platter or entre choices, and desert) to customers for a special price of \$35; and a three-course lunch menu (meze appetizer, entrée choices, and desert) for a price of \$22.
- ∞ This special rate will not cover tax, gratuity and beverages.
- ∞ The prefix menus will be designed by the participating restaurants, but each menu will be offered with the same name, Turkish Restaurant Week '18.
- ∞ ATA-DC undertakes the advertisement and marketing for this event. A special hashtag and media handles will be provided to the restaurants for their use before and during TRW to promote the event.
- ∞ The website, www.turkishrestaurantweekdc.org will include information on each participating restaurant and the prefixed menu that is being offered by each restaurant during the restaurant week.

- ∞ Restaurants that would like to participate in this event are required to register with ATA-DC and pay a contribution fee so that their names will be put on advertisements and the website.
- ∞ Only restaurants that serve Turkish food will be accepted to participate in the Restaurant Week. (Pizza restaurants or sandwich cafes will not be included).
- ∞ To ensure that the highest quality standard is reached to best promote the Turkish cuisine, the organizing committee keeps the right to final approval of participating restaurants.
- ∞ The participation fee is 450 USD. The participation fee will be used to cover the marketing expenses of the event.
- ∞ The deadline for application is **February 28, 2018**. We need to finalize the list of restaurants by this date to ensure that we can run a successful and timely marketing campaign.
- ∞ Should you decide to participate in the Restaurant Week, 100% of the participation fee must be paid by check or credit card to "ATA-DC" by February 28.

We do hope that you will participate in the Turkish Restaurant Week and continue to help us turn this event into a wonderful Washington DC tradition such as the Turkish Festival. We look forward to promoting the best of Turkish cuisine with you in the nation's capital in September!

For questions, please contact restaurant week coordinators (***Mert Arikan, Basar Akkuzu and Demet Cabbar***) at **703-867-6758** or info@atadc.org.

Best regards,



Hande Ayan
President
ATA-DC

**2018 Turkish Restaurant Week
Application**

Business Name _____

Primary Contact _____

Phone Number _____

	Participation Fee
Turkish Restaurant Week	\$450
1st Payment (due before March 8)	

Return this form by February 28th to:

**2018 Turkish Restaurant Week
1526 18th St. NW, Washington, DC 20036
*Make checks payable to "ATA-DC"***

Signature _____ Date _____

Print Name _____