



ATLANTIC CITY RESTAURANT WEEK

OCTOBER 6-11, 2024

Restaurant Participation Agreement Form

To be included in as many marketing materials as possible, please return agreement forms by August 1, 2024. Completed applications can be emailed to dprinzo@njcrda.com. Checks should be made out to Casino Reinvestment Development Authority – Marketing Division and mailed with application to: Casino Reinvestment Development Authority, Attn: D.Prinzo, AC Restaurant Week; 2301 Boardwalk, Atlantic City, NJ 08401. Should you have any questions, please call Doreen Prinzo at 609-226-6562.

Advertising & Web Site Information to be Published

Restaurant Name _____

Address _____ City _____ Zip code _____

Reservations phone # (____) _____ Website www._____

Hours of Operation: Lunch _____ Dinner _____

Please note we use a web template and can't show different hours for different participation days.

Open Table.com member: Yes No

Type of Cuisine: (choose one) American Continental Latin Steak & Seafood
 Italian Mediterranean Asian

Participating in: (choose one) Lunch & Dinner Dinner Only Lunch Only

Participation days – Check box for each day of participation:

	Sun 10/6	Mon 10/7	Tues 10/8	Wed 10/9	Thurs 10/10	Fri 10/11
Lunch @ \$20.24						
Dinner @ \$40.24						

Atlantic City Charity Event

- Our kickoff for ACRW will be the First Serve to First Responders. An event to honor those on the front lines keeping Atlantic City residents, visitors, and workers safe. First responders are invited to an ACRW first serving of a restaurant week meal. Media are invited to attend. If you are interested in hosting the event, please check the box.

Atlantic City Restaurant Week Extended Days

- I am interested in **extending** my ACRW menu and pricing beyond the official ACRW event dates.

Extension Dates Are:

	Sun 10/3	Mon 10/14	Tues 10/15	Wed 10/16	Thurs 10/17	Fri 10/18
Lunch @ \$20.24						
Dinner @ \$40.24						

RESTAURANT Description –

*Send photo of restaurant to dprinzo@njcrda.com

- OK to use 2023 Description & Photo

ACRW Menu Information:

Menus for lunch and dinner must be posted through the extranet or e-mailed to Dprinzo@njcrda.com no later than **August 1, 2024**. Menus will be displayed on the web site. Menus must be printed on menu paper (to be supplied by the CRDA) or use the ACRW logo. **During Restaurant Week each diner must be given the special ACRW menu as well as the regular restaurant menu.**

ACRW Billing Information

- _____ I am a partner of the Casino Reinvestment Development Authority and I agree to participate at the cost of \$250.
- _____ I am not a partner of CRDA and wish to only participate in Atlantic City Restaurant Week at the cost of \$600.

To learn more about the benefits of becoming a CRDA marketing partner, please call Doreen Prinzo at 609-226-6562 or dprinzo@njcrda.com

_____ restaurant will participate in the Atlantic City Restaurant Week October 6-11, 2024.

The Casino Reinvestment Development Authority and Restaurant Week Participant agree to the following:

The CRDA shall do the following at no additional cost to the participants:

1. Provide an Atlantic City Restaurant Week website listing the participating restaurants, information on the events and special offers taking place during the week as defined by the AC Restaurant Week participant and mutually agreed upon by CRDA.
2. Secure an advertising campaign for AC Restaurant Week that will appear in, but not be limited to; newspapers, magazines, web, and radio.
3. Spearhead a comprehensive public relations plan to promote Atlantic City Restaurant Week.
4. Provide various meeting opportunities for the Restaurant Participant prior to and after the AC Restaurant Week as it relates to details, questions and AC Restaurant Week information.
5. Manage and maintain the Atlantic City Restaurant Week program.

Duties and responsibilities of Restaurant Participant:

1. Supply a brief biography of the Restaurant Participant's restaurant, including one digital photo of the restaurant.
2. Provide a special Restaurant Participant **3-course menu to include appetizer, entrée, and dessert during AC Restaurant Week** at the fixed retail price of \$20.24 for lunch and \$40.24 for dinner. Menu items must exceed the total value retail price of \$20.24 for lunch and/or \$40.24 for dinner. **All menus must be submitted to the CRDA no later than August 1, 2024.**
3. Assume sole responsibility for all costs associated with participation of the restaurant participant portion of AC Restaurant Week by agreeing to pay a \$250 participation fee for CRDA partners and \$600 for non-CRDA partners. Restaurant Participant agrees to indemnify the CRDA for all costs associated with participation. Checks are to be made out to: Casino Reinvestment Development Authority – Marketing Division.
4. Assume and provide all necessary planning, operational and managerial responsibilities for conducting of Restaurant Participant portion of the Atlantic City Restaurant Week.
5. Agree to utilize the CRDA's Atlantic City Restaurant Week promotional materials, including a link on your website to ACRW web site, include restaurant week in regional advertising or promotional advertising for the first quarter of the year prior to restaurant week.
6. The \$20.24 and \$40.24 are special priced the restaurant participant agrees not to lower the price or undersell the menu during Atlantic City Restaurant Week.
7. It is mandatory that the ACRW logo be used on your menu. Menus must be turned in to or posted through the extranet by August 1, 2024.

8. Restaurant agrees to accept ACRW gift certificates and bill back CRDA within 30-days of end of Restaurant Week. **Only original gift certificates will be reimbursed. They must be accompanied with an invoice.**
9. Restaurant agrees to use “Atlantic City Restaurant Week” logo on their menu and web to promote ACRW and not to under-cut ACRW with special pricing, discounts, etc.

Mutual duties and responsibilities of both the CRDA and Restaurant Participant:

1. If the performance by either party of a non-monetary obligation under this Agreement is delayed or prevented in whole or in part by any cause not reasonably within its control (including, without limitation, inclement weather, acts of GOD, war, civil disturbances, accidents, damages to its facilities, labor disputes, acts of any governmental body, or delay of third parties), it shall be excused, discharged and released of performance to the extent such performance is so limited or prevented without liability of any kind. Restaurant participant shall inform labor staff of promotion and remind labor staff that gratuity, tax, and beverage is not included in promotional prices.
2. Termination of the Agreement may be initiated only when agreed upon by both parties, unless one party defaults under the terms and conditions of this agreement. In case of default, the non-defaulting party must provide written notice to the other party of the default and shall provide fifteen (15) days to cure the default. Any notice shall be delivered by certified mail to the addresses listed in agreement.
3. CRDA and Restaurant Participant recognize each other as self-governing entities, and not agents of the other, and therefore shall conduct all business independently from one another.
4. The aforementioned Agreement represents the entire understanding between the parties relative to the Atlantic City Restaurant Week, and is intended to be fully binding upon the parties.

The restaurant listed in this “Agreement Form” has agreed to participate in the Atlantic City Restaurant Week 2024 and agrees to follow all terms outlined in the agreement and adhere to the rules and payment as agreed upon. Failure to either abide by the rules or failure to pay participation fees will result in review and possible expulsion from program.

No restaurant will be listed until participation fee is paid.

Restaurant Name _____

Address _____

Phone _____ Fax _____

Contact Name _____

E-mail _____

Signature _____

Date _____