

INTRODUCING BURRITO WEEK! SEPTEMBER 23-29

7 DAYS OF
\$7 BURRITOS
at participating restaurants
in Santa Barbara County



THE
CLASSIC

\$225 + \$25 gift card

Participation

THE
WORKS

\$625 + \$25 gift card

Participation + 1/4 page color ad in the burrito week issue

DEADLINE TO REGISTER FRIDAY, SEPTEMBER 3 @ NOON

Santa Barbara
Independent

Contact Your Advertising Representative Today ♦ advertising@independent.com





Santa Barbara
Independent

AS A PARTICIPANT

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ALL RESTAURANTS
QUALIFY TO PARTICIPATE IN

BURRITO WEEK!

EACH RESTAURANT AND
CHEF WILL COME UP
WITH THEIR OWN

UNIQUE FLAIR

ON THEIR BURRITO.

WE WANT TO
ENCOURAGE PEOPLE TO
TRY NEW RESTAURANTS
AND EMBRACE THEIR

HOMETOWN CULINARY SCENE!

YOU'LL RECEIVE

- A social media marketing package to promote Burrito Week
 - A listing in the Burrito Week issue that includes your logo, location, and a description* of your \$7 burrito
 - Digital Burrito Week listing on *independent.com* linking to your website
 - Inclusion in Burrito Week email blast
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YOU SHOULD EXPECT

- To see Burrito Week promoted on *independent.com* and in our paper leading up to and during Burrito Week
 - An increase of people ordering takeout from your restaurant
 - To build branding and awareness for your restaurant
 - To develop new customers
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YOU AGREE TO

- Include a \$7 burrito on your menu from September 23 - September 29
- You must commit to having the \$7 burrito on your menu all week
- Promote your participation on your social media and website
- Prepare 1 free Burrito Week burrito a few weeks early for a *Santa Barbara Independent* writer to photograph and taste
- Be available for a quick interview

*description written by a *Santa Barbara Independent* writer