

JOIN THE RETURN OF

NYC RESTAURANT

WEEK[®] JUL 19–AUG 15

Presented by NYC & Company

You're invited to be a part of the iconic NYC Restaurant Week—the first, largest and most notable Restaurant Week, eagerly anticipated by diners from every corner of our city and around the world. As New York City's beloved dining scene reopens, this equally beloved program returns to its full, in-person glory.

NYC Restaurant Week is now bigger than ever, with indoor and outdoor dining, takeout and delivery options, plus an all-new pricing structure designed to showcase the breadth of restaurants across the five boroughs.

WHEN IT'S HAPPENING

- Registration Deadline: June 11
- Mastercard[®] Exclusive Pre-Booking: July 7–11
- Reservations Open/Press Announcement: July 12
- Program Live: July 19–August 15

Monday–Friday mandatory; Sunday optional; Saturday excluded. Restaurants may opt in for 1, 2, 3 or all 4 weeks of the program. Restaurants may opt to offer lunch only, dinner only or both.

WHY YOU SHOULD JOIN

IT'S FREE.

There is no fee to participate.

YOU'LL ATTRACT NEW DINERS—AND REWARD YOUR REGULARS.

Pending eligibility, all restaurant participants will be automatically enrolled in a Mastercard statement credit, sweetening the deal for diners at no cost to you. The promotion offers \$10 back on every purchase of \$39 or more when dining on-site and paying with a registered Mastercard.

YOU'LL BE A PART OF NEW YORK CITY'S COMEBACK.

Your participation will help stimulate the local economy and ensure the future of our beloved dining industry.

IT'S FLEXIBLE.

You can participate during lunch or dinner—with on-site dining and/or takeout and delivery—at either the \$21 or \$39 price point. Additionally or alternatively, you may submit a Signature Dining Experience for \$125. (Tax and gratuity are not included in these price points.)

YOU'LL BENEFIT FROM WIDESPREAD EXPOSURE.

The program will be widely promoted to locals and regional visitors through out-of-home media, paid search, paid social, NYCgo-owned channels and partner channels (Mastercard, Stella Artois). A public relations effort spotlighting the program and the participants will commence when reservations open to the public.

LEARN MORE AND SIGN UP NO LATER THAN JUNE 11 AT [NYCGO.COM/RW-SIGNUP](https://nycgo.com/rw-signup)

More questions? Contact nycrestweek@nycgo.com.

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