

Dear Culinary Community,

The impact of the COVID-19 pandemic has hit Toronto hard. Restaurants have seen some of the greatest impacts. As restaurants are incredibly important to the vitality and livability of our neighbourhoods, they are critical to Toronto's economic recovery.

Destination Toronto, in partnership with the City of Toronto, seeks to respond to the challenges faced by Toronto's restaurants and support a safe and successful re-opening. We are therefore excited to announce a first of its kind culinary promotion called **DineOutTO**. This collaborative promotion will celebrate Toronto's culinary community and support your industry's economic recovery. DineOutTO is a six-week program taking place from September 23 through October 30, 2020 and is absolutely free for culinary community businesses to participate in.

As a participating restaurant, we only ask that you identify a signature offer to consumers in order to get the benefits of a significant promotional campaign.

DineOutTO will showcase Toronto's diverse food culture through a targeted promotion, with flexibility at its foundation and supported with a highly marketed website, DineOutTO.com. On this website, potential diners will be able to access information on special offers, a signature "must-try" item, or a unique culinary experience.

From food trucks to fine dining, the program is designed to showcase the wide array of businesses that make up Toronto's diverse culinary scene and to encourage residents to explore, discover and enjoy Toronto's incredible culinary offerings.

DineOutTO will be supported by an extensive marketing and social media campaign, all focused on local Torontonians. The promotional campaign will launch just prior to the September 23 start of the program and run through digital, social and out-of-home channels throughout the entire promotional period.

Your business can participate in three ways. Choose one or create an offer in each of the following categories.

A Special Offer

- Present a special offer or value-add. For example, a complimentary appetizer, percentage off total bill, bonus item, or kids eat free.

A Signature Dish

- Show off your special signature dish, cocktail, or a 'must-try' item on your menu. This category is for those customers who need a little inspiration or are looking to try the best of what our food scene has to offer.

A Culinary Experience

- Include a special experience unique to your restaurant such as a seasonal prix-fixe menu, reservation at the chef's table, or unique wine pairings.

Note there is no cost and no commission for listing on the DineOutTO.com site. The promotion has one goal, to inspire and encourage Toronto residents to discover new culinary experiences and visit more of the food scene throughout the entire city.

The DineOutTO.com site is a referral site, used as the main site for information on the special offers. As part of the registration process you will note your preferred reservation process, or process to book, redeem the special offer. Recognizing the uncertain nature of the current situation, we have built a very flexible and scalable platform that supports the DineOutTO.com site. If at any time your offerings change, or there is a need to pause service, you can login and easily update, edit or remove any part of your listing.

HOW TO PARTICIPATE

Go to the [DineOutTO Registration Page](#) and complete the following:

- Add your restaurant to join the program.
- Note your offer, signature dish and/or culinary experience.
- Fill out all the fields, make sure to include an image for each submission.
- Be prepared to also upload an image of your DineSafe pass and enter your MLS License Number
- Hit 'submit' when complete.

For questions please contact Partnerships@DestinationToronto.com.

We encourage you to participate and know that we want to do everything we can to help you and your business during this VERY challenging time.

Sincerely,
Destination Toronto