

A
Partnership
With
Twin Cities
Food Finds



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TWIN CITIES
FoodFinds 2011
tcfoodfinds.com

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Unique Benefits:

Twin Cities Food Finds consists of only restaurant information, so there is no reason to utilize and own this guide unless one is interested in Twin Cities restaurants. All other mediums have viewers, listeners and readers that advertisers pay to reach who have no interest in their product.

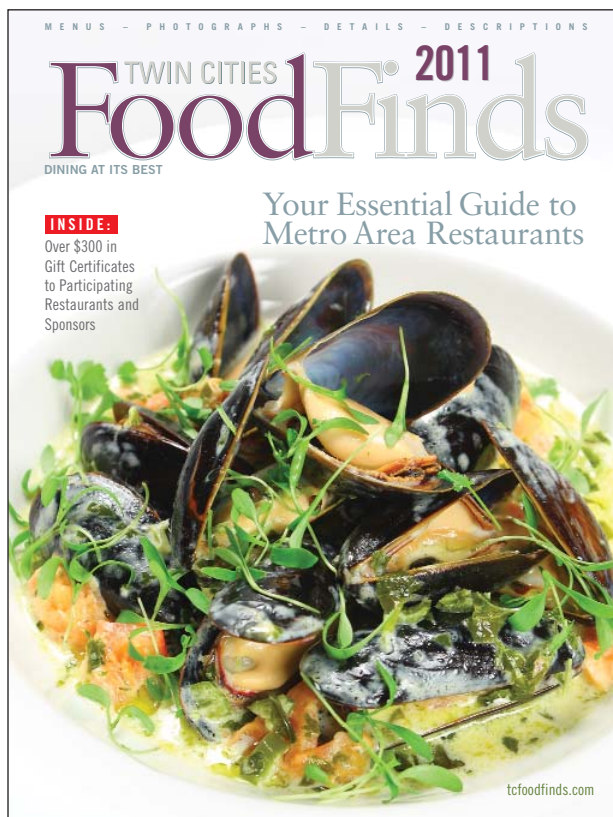
However, those “eyeballs” are considered into the price when figuring a CPM (Cost Per Thousand). Twin Cities Food Finds has nearly 100% relevant eyeballs and you do not pay to reach uninterested readers. Our only focus is to make sure your restaurant’s information gets into the hands of, and is used by, people only interested in restaurant information. The Twin Cities Food Finds Restaurant Guide is the only truly needed annual dining guide in the Twin Cities.

Unique Features:

The Twin Cities only annual restaurant guide where every participating restaurant receives a two page spread featuring its sample menu, photographs, details, special features and highlights that provides the readers a comprehensive story about their restaurant. The guide is categorized by cuisine type and alphabetically by restaurant within each category and paginated for easy reference. There are search indexes by cuisine, location and alphabetically.

Gift Certificate Program:

Option for your restaurant to provide a special offer only for Guide owners which is accessed and printed on www.tcfoodfinds.com through a special code found only in the guide. This offer can be a \$10 gift certificate or a donation from a part of the diners check to the Susan G. Komen Race for the Cure.



Sample Cover



Sample Spread

25,000 copies printed (minimum)

High Profile Distribution:

– 20,000 sold retail (Target, Lund’s, Byerly’s, Cub Foods, Kowalski’s, Bibelot, Patina, Kitchen Window, Holiday Station Stores, Barnes and Noble, Borders Books, etc..).

– 1,000 provided to Twin Cities Hotels Front Desks, Sales Managers, VIP Lounges Bell Stands and concierges (Including the National Concierge Association).

– 500+ Provided to the Meeting Planners International (MPI).

– 3,000 +/- donated to restaurant and food driven charity events for prizes and Giveaways.

Features:

Like the Twin Cities Food Finds Restaurant Guide, www.tcfoodfinds.com. Offers search options by location, cuisine type and alphabetically and the ability to also search restaurants that offer outdoor dining, those that serve weekend brunch, late night dining, breakfast, feature live music, etc...

Featured Restaurant:

There is fresh editorial focusing on a different restaurant every two weeks on the home page. The featured restaurant may provide a “hook” such as a recipe to a dish its serves and/or a special offer, etc...if it wishes.

Benefits:

www.tcfoodfinds.com is the highest profile Twin Cities Restaurant focused Website that features every participating restaurants menu. Participation in tcfoodfinds.com provides you with the opportunity to disseminate information about your restaurant the way you want people to know about you. The rotating articles and stories provides content that drives people back to the site regularly, even if they are not looking for a restaurant at that time. The site is on page one of almost every Google search.

The content on your page is changed by you through a back-end code. You can display specials and even provide a special offer on your home page which changes daily if you wish.

The screenshot shows the website interface for 'Crave' restaurant. At the top, it says 'TWIN CITIES 2009 Food Finds' and 'Your Essential Guide to Twin Cities'. There are navigation tabs for Name, Location, Cuisine, Features, Online Reservations, and Food Finds. The main content area is divided into sections: 'Crave' with a photo of the restaurant interior, 'Details' with contact information (www.cravemn.com, 3520 W. 70th St., Edina, MN 55435, 952.697.6000), 'Make a Reservation at Crave' with a search bar and a 'Find a Table' button, and 'Sample Menu' with a list of dishes like Pesto Shrimp, Mini-Burgers, Seared Diver Scallops, Tuna Tataki, and various salads.

Website Traffic:

- 210,000 annual visitors (Est. based on 2010)
- 1.2 million annual page views (Est. based on 2010)
- Linked from many hotel “Find a restaurant” sections
- Bookmarked on many hotels front desk and concierge computers



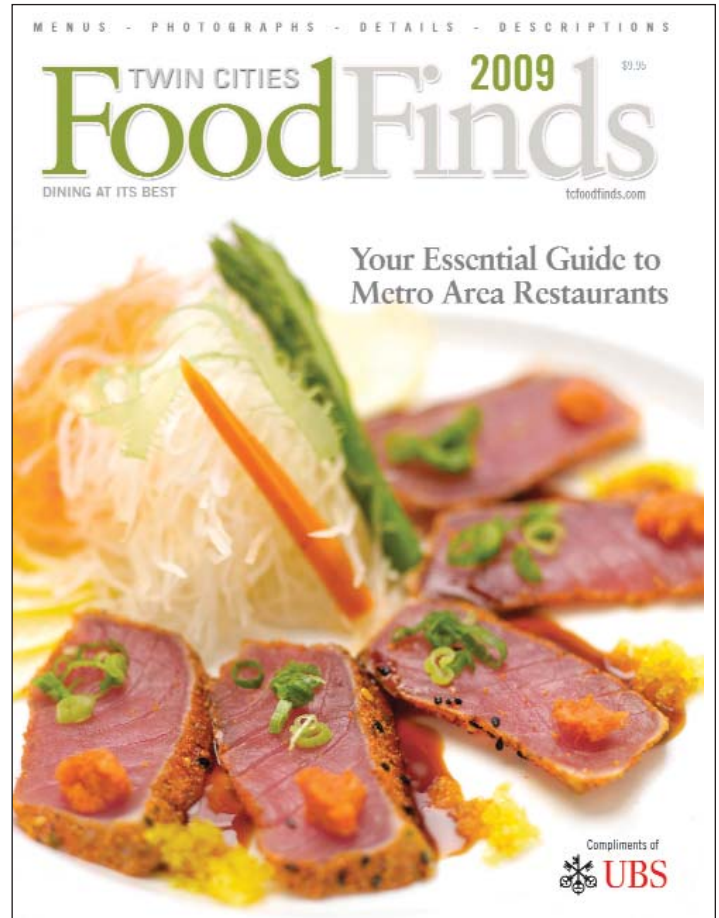
Parade of Homes/Twin Cities Food Finds Restaurant Tour:

In 2010 Twin Cities Food Finds and Parade of Homes crated a Restaurant Tour. Over 150,000 Parade of Homes Magazines are distributed for each Parade of Homes Tour (March and September). There is a two page Twin Cities Food Finds spread featured in the guide and a significant presence on the Parade of Homes website (Over 500,000 Annual Views). When parade goers are searching for the homes to tour, Twin Cities Food Finds is right there to help them find the restaurant in which to dine at during their day of touring.



Susan G. Komen Race for The Cure 2010:

The Susan G. Komen logo was featured on the front and back covers of all Twin Cities Food Finds Restaurants Guides in 2010. In turn, Susan G. Komen will brand Twin Cities Food Finds on all t-shirts, signage, race collateral material, etc... providing a presence to hundreds of thousands of eyeballs a year and a cause related marketing effort to all those who participate in the Race for the Cure. 10% of the net sales of the 2010 Twin Cities Food Finds Restaurant Directory is donated to the Susan G. Komen Foundation.



Sample of the UBS custom cover

Custom Publishing

- Logo and branding on the front cover. Inside front cover, back cover and inside back cover are yours to use as full page ads or editorial.
- Exclusivity in your category.
- Receive a full page ad in all 25,000 guides.
- Each guide comes with hundreds of dollars in restaurant offers, available on TCFoodFinds.com.
- Logo and link on TCFoodFinds.com. Opportunity to include an offer on the Twin Cities Food Finds Special Offer Page.



TWITTER Quiz and Posts:

Restaurant will be featured in a minimum of three @tcfoodfinds quizzes on twitter. If restaurant chooses, it may provide a special offer to followers that will be supplied through a bit.ly link. @tcfoodfinds is the most engaged twitter account in the Twin Cities and the most popular and highest ranked Food/Restaurant Social Media resource in the Twin Cities. Our ranks and ratings can be found at:

- > <http://trendsmap.com/local/us/minneapolis>
- > <http://www.twinfluence.com>
- > <http://tweetlevel.edelman.com/about>
- > <http://twittergrader.com>

In addition, Dave Ostlund (owner) won the Twin Cities Titans award for being one of the Top Ten Twin Cities Social Media personalities and innovators of 2010.

- > <http://bit.ly/hbMVHD>

@tcfoodfinds will promote any additional information restaurant would like to disseminate throughout the social media universe. Other accounts used to heavily promote all restaurant specials, info or offers: @tcspecials, @tcrestaurants, @diningnavigator, LinkedIn Group "Twin Cities Wine & Dine" and Facebook.com/Twin Cities Food Finds.

Twin Cities Food Finds has an email list of over six hundred high level hospitality employees in the Twin Cities and 4000 food lovers who have signed up via www.tcfoodfinds.com. If appropriate information is provided to us, we will forward to all GM's, AGMS' FOM and concierges on our hospitality list as well as the local consumers on our generic list.

Rate: Value added.

Dealstork.com

Restaurant may place on offer on www.dealstork.com at the low commission rate of only 20%. Normal rate of 30% applies for non-brochure or book restaurant clients. Dealstork pays out 100% of the revenue earned within five business days. Restaurant may put a low limit (Suggested 400 - 500 in order to provide a true value and great service) on vouchers sold.



These daily deals will also be promoted utilizing all of the social media avenues outlined above in addition to @dealstork, @dealstorktc.

This proposal is meant to be a starting base and is fluid. We fully expect requests for tweaks based on individual restaurant objectives and look forward to developing an all encompassing package that is fills the needs and expectations and ROI that is expected by Restaurant.