



2012 DHDP and Coliseum Central Restaurant Week Participation Agreement

This agreement is made and entered into by and between the Downtown Hampton Development Partnership, Coliseum Central and the underlying restaurant business.

The Downtown Hampton Development Partnership (DHDP) and Coliseum Central are dedicated to the organization and production of the 2012 Hampton Restaurant Week March 3 – March 10, 2012.

1. DHDP and Coliseum Central's Responsibilities:
 - a. Provide adequate professional staff to organize, promote, conduct, and evaluate the event.
 - b. Market the Downtown Hampton and Coliseum Central Restaurant Week to include:
 - i. Online Advertising campaign with WAVY TV10 to include cooking demonstrations for chefs on the Hampton Roads Show on Fox 43 prior and week of Restaurant Week
 - ii. 2 week television advertising campaign with WAVY TV10
 - iii. Advertising in Inside Business week of Restaurant Week
 - iv. 1 insert in Daily Press weekend prior to Restaurant Week
 - v. Inclusion in the Downtowner newsletter for several weeks leading up to and week of Restaurant week as well as inclusion in Peninsula Town Center's weekly email blast
 - vi. Inclusion on 3 of Coliseum Central's billboards
 - vii. Inclusion on several of Peninsula Town Center's LCD screens located throughout the town center property
 - viii. Inclusion on DHDP, Coliseum Central and Peninsula Town Center websites

