

Long Beach Island Region

CHOWDER RESTAURANT & MERCHANT MONTH

September 5th - October 4th

EVENT TIME FRAME

September 5

- Labor Day Weekend Promotion begins for Chowder tasters to visit registered restaurants to purchase Quarts, Pints and cups.
- It will be up to the each restaurant on pricing and if they would like to offer soup on site dining.
- Chowder online voting will be available with an email sign up for those who wish cast one vote per person for an overall champion.
- Merchant sales kicks off in store and online

October 3 & 4

- Registered restaurants and retailers who are open for business will be featured
- Chamber will promote pop up mug and merchandise giveaways through social media
- Premiere Of Chowderfest Virtual Video
- Livestream Announcement of Chowderfest 2020 Overall Champion

DETAILS

- We will be promoting on all traditional Chowderfest channels
- Coordinating participating businesses with social media and digital spotlights
- Creating Digital and downloadable mapping to include restaurants, retailers and sponsors
- Virtual Promo Tour Video
- IG Chowderfest Stories and Games
- IG Live from Restaurants & Retailers - have live trivia or calls out while the event is going on
- Youtube live videos on social channels on Sunday, October 4th.
- Photo Opp stops to enhance the route
- Mobile Merchandise Giveaways
- Official Chowderfest Spotify Playlist
- Online Chowderwear Store
- Chowder Challenge Virtual Event

WHAT IS HAPPENING CHOWDERFEST MONTH?

Southern Ocean Chamber members are responding to the large gathering Safety Issue by creating a dynamic month long event to promote local business with a dedicated Restaurant & Shop Local event with chowder purchase promotion beginning Labor Day. By allowing a month long promotion, this will give customers an opportunity to plan stops according to their comfort level that will bring a steady stream of business to those members who are participating.

Due to the restrictions currently in place from the COVID19 Pandemic, having discussions with officials and carefully reviewing the options that would make the most impact for regional businesses; organizing this promotion is the best alternative for everyone to celebrate the spirit of our iconic event. If opportunity arises to create an additional activities, we will include in ongoing promotions.

Get involved and help us soup up the economy during the COVID19 restrictions; promote your business to individuals who are traveling down and around during this exciting event.

HOW CAN RESTAURANTS GET INVOLVED?

- Register your business with us to be included on ballot and promotion
 - Enter your chowder that will be available for purchase Quarts, pints and cup sizes
 - List hours that you will be open for business
 - Cross promote that they are a part of CHOWDER MONTH on social, display promotional poster on site
- RESTAURANTS DO NOT NEED TO PROVIDE FREE SAMPLES

HOW CAN MERCHANTS GET INVOLVED?

- Determine the Sales or promotions specific to this event to drive traffic to your business to your store or online
- Create ChowdeRestaurant & Merchant Month special offer
- List Retail Hours of Operation
- Cross promote that they are a part of the month long on social, display promotional poster on site

COST FOR MEMBERS IN GOOD STANDING WITH 2020 DUES PAID

- Month Long Promotion Fee \$100*

*As an event where attendees purchase chowder there will be no stipend for the restaurants.

CONTACT US

Restaurants:

Contact Kate@sochamber.com

Merchants:

Contact Cindy@sochamber.com

General Information and questions: 609 494 7211

SPONSORS



Funded in part by a grant from the Ocean County Board of Freeholders

Explore more at: OceanCountyTourism.com

