

Black Restaurant Week

June 12 -18, 2022



Proudly hosted by:



Buffalo Urban League
Young Professionals

EMPOWERING WESTERN NEW YORK'S PREMIER LEADERS

BlackRestaurantWeek716.com
brw@bulypny.org

Your food service business is cordially invited to participate in the 5th Annual Black Restaurant Week of Buffalo, which will take place June 12 - 18, 2022! This event is proudly hosted by the Buffalo Urban League Young Professionals (BULYPNY).

How Participating Businesses Will Benefit:

- Complimentary nutritional information provided for healthy options by Real Life Dietetics and Consulting
- A website listing that will include the business address, phone number, description, social media, and link to website
- Inclusion in Black Restaurant Week local media coverage (TV, radio, newspaper, social media, etc).
- Opportunity for spotlight feature of the business on Black Restaurant Week or BULYPNY social media pages.
- Community-wide marketing that should result in increased business visibility, patronage, and revenue.
- Introduction of the business to local and visiting diners.
- Helping to celebrate and highlight Buffalo as a premier culinary destination.
- Helping to raise awareness of Black entrepreneurship and equity initiatives in the Buffalo community.
- Developing a meaningful relationship with the Buffalo Urban League Young Professionals under our Black Businesses Matter agenda.

- Each participating business will be provided with a digital marketing toolkit.

Types of Eligible Businesses:

Participating businesses in Black Restaurant Week must be restaurants or licensed food and beverage services that are local, independently owned, and not a part of a franchise. Food and beverage businesses of all types are invited to participate in this year's event. By creating a more inclusive platform for Black RestaurantWeek, BULYPNY hopes to continue a tradition of uniting people of ALL races and backgrounds over culture and flavor. Examples eligible businesses include:

Restaurants	Food trucks
Catering services	Meal prep services
Juiceries	Bartenders/Mixologists
Bakeries	Confectionary shops
Private chefs	Coffee shops
Cooking classes	Dietitians/Nutritionists

Participating Business Requirements:

- \$50.00 registration fee to support Black Restaurant Week marketing activities. The registration fee is non-refundable. Black Restaurant Week participation is subject to approval.
- Submit a copy of Proof of Incorporation, Partnership, Business License/Permit, or official registration with a state agency proving the existence of your business within 5 days of submitting application.
- Confirm holding business liability insurance coverage.
- Confirm having a written Safety Plan, per New York State Guidelines, outlining how your business will prevent the spread of COVID-19 (if applicable to your business). Safety Plan must be retained on the premises of the business and must be available to health or safety authorities in the event of an inspection. [CLICK HERE](https://www.governor.ny.gov/sites/governor.ny.gov/files/atoms/files/NYS_BusinessReopeningSafetyPlanTemplate.pdf) to fill out this template to fulfill the state requirement, or you may develop your own Safety Plan.
 - https://www.governor.ny.gov/sites/governor.ny.gov/files/atoms/files/NYS_BusinessReopeningSafetyPlanTemplate.pdf
- Submit a copy of menu or list of services (PDF format) and official logo within 5 days of submitting application.
- Offer at least one healthy option on your food menu.

- Use original or authorized images and terminology (electronic, print, broadcast, etc.) whenever promoting/marketing participation in Black Restaurant Week

Deadlines for Participation:

- **Tue, May 31, 2022:** Black Restaurant Week application. All applications are subject to approval.
- **Fri, June 3, 2022:** Required documents (proof of business, menu/services, logo). Upload within application or submit to brw@bulypny.org email address.

Black Restaurant Week Tips & Suggestions:

- Use Black Restaurant Week hashtags to increase community engagement on your business's social media pages and introduce your business to new audiences.

#BRW716 #BuffaloBlackRestaurantWeek #BlackBusinessesMatter

- Take advantage of increased community engagement with BULYPNY's Black Restaurant Week marketing and media coverage by creating content to showcase your menu items, services, and brand.
- Create a special menu for Black Restaurant Week event that represents your business and showcases your signature offerings.