



Hello!

The Greater Ossining Chamber of Commerce is excited to announce the start of what we hope to be a much-loved annual tradition, Hungry on Hudson: Ossining and Briarcliff Manor Restaurant Week. This weeklong celebration from June 20th - 29th will highlight the incredible diversity and flavor of our community's food and small business scene, drawing residents and visitors alike to dine local and discover new favorites.

We are hopeful that our community partners and non-restaurant businesses will join the festivities to help us spread the benefits, build community relationships, and make this weeklong celebration a true success for our entire community. Our sum is greater than our individual parts. As they say, teamwork makes the dream work.

Below, you can find examples and ideas of ways that your business or organization can collaborate and take advantage of this new endeavor:

Why Participate?

- **No cost to individual businesses:** The Greater Ossining Chamber and community sponsors are working together to make this event possible for our local businesses with no mandatory participation fees. If you would like to supplement our advertising campaign, you are welcome to do so, but there is no obligation.
- **Increased Foot Traffic:** Attract new and returning customers during a transitional and celebratory time of year.
- **Free Promotion:** Your business will be featured in our dedicated marketing campaign, which includes press coverage, social media outreach, digital advertising, and influencer partnerships.
- **Launch Support:** The Greater Ossining Chamber and digital publication Macaroni KID are here to support you in making this event a success with coordinated activities, social media shine, and access to additional resources.
- **Community Engagement:** Be part of a collective effort to boost local business and celebrate Ossining and Briarcliff's vibrant food culture.

Strategies for Collaboration

- **Partnership Development**
 - Establish mutual goals with local restaurants
 - Create co-branded marketing campaigns
 - Coordinate themed retail sales matching restaurant week menus (e.g., Portuguese cuisine & Portuguese products)
 - Create “dining & shopping” bundles combining restaurant discounts with retail coupons or gift card packages as special holiday or event gifts
- **Event Hosting and Engagement**
 - Host ancillary events
 - i. Wine tastings, cooking classes, live music, arts events, etc.
 - Create joint pop-up shops or markets featuring local cuisine and retail products
 - Retail stores can create tasting stations, demos, or a meet-the-chef related to local cuisine
- **Incentivization and Rewards**
 - Offer rewards or discounts to customers who dine at participating restaurants and shop at local retailers (“show your dinner receipt...”)
 - Implement loyalty programs in collaboration with restaurants
- **Physical and Digital Visibility**
 - Place promotional signage in storefronts
 - Feature restaurant week in online ads and local community calendars
 - Include promotions in newsletters and other marketing outreach to grow brand awareness in collaboration with participating restaurants
 - Retailers can create temporary “pop-up” displays in restaurants and vice versa
 - Launch a social media contest encouraging customers to share dining and shopping photos for prizes
 - Use the #hungryonhudson, #rossiningeats, and #rossiningchamber hashtags to join in on the fun
- **Community Involvement**
 - Participate in or sponsor local media coverage
 - Engage with charities, non-profits, and cause-related promotions to boost community goodwill

We are so excited to be working with our surrounding community, in hopes of making this a strong annual tradition to bring awareness, support, and collaboration to our local economy. Please let us know if you’d like to participate by **completing the online registration form** by **Friday, May 23rd**, so we can include your business in the initial promotions.

<https://greaterossiningchamber.org/event-6183028>

Or scan here:



If you have any questions or need help shaping your offer, events, or collaborations, feel free to reach out directly. You can contact Greg Young at info@greaterossiningchamber.org. We'd love to help you make the most of this opportunity.

Thank you for being part of what makes the Ossining and Briarcliff communities such amazing destinations!

Warmly,

Greater Ossining Chamber of Commerce

In partnership with MacaroniKid Northern Westchester and Rivertowns

