



& Sandwich Sampler

www.sandwichweek.pittsburghnorthside.com



Northside Sandwich Week



PGHNorthside

Thursday, June 18 - Pittsburgh's Grand Hall at the Priory

Sandwich Week & Sandwich Sampler

The Tastiest Event in Town

Northside Sandwich Week is a celebration of great sandwiches from Northside restaurants and pubs. It includes a coordinated marketing strategy and a signature event to crown the Northside Sandwich King (or Queen!). Promotions occur in print, online and social media.

The best sandwiches in the region are made right here in Northside neighborhoods by local delis, restaurants and pubs. Throughout Sandwich Week, participating restaurants sport special banners and feature signature sandwiches.

Sandwich Week culminates with Northside Sandwich Sampler, a ticketed tasting event. Attendees vote for the best sandwich & celebrity judges help choose the winner.

A portion of event proceeds benefit Northside ROX, a program providing free music lessons and instruments to Northside kids ages 8-12. Last year, our event helped provided dozens of free music lessons and instruments!



PGH ♥ *'s*
Sandwich Week!

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Sandwich Week & Sandwich Sampler

REACH

SANDWICH SAMPLER
ATTENDEES

425

Social Media
followers

1,500+

Website
page
views

9,925

April - June 2014

RESTAURANTS

15

Printed postcards, fliers,
table tents, programs and
more with sponsor logos
featured

4,500+

Full bellies

Too Many to Count



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2015 Sponsor Benefits

	Title Sponsor: The Big Cheese	Secondary Sponsor: The Double Decker	Community Sponsor: The BLT
Investment	\$6,000	\$3,000	\$1,000-\$500
"Sponsor presents" above event title on all marketing pieces	X		
Logo on Sandwich Coupon Book	X		
Crowning Northside Sandwich King (or Queen!)	X		
Logo on restaurants' event banners	X	X	
Logo on handy Sampler plates	X	X	
Logo featured on print ads	X	X	
Logo on tshirts sold at event	X	X	
Logo on postcards, posters, restaurant table tents	X	X	X
Photos with celebrity judges	X	X	X
Logo on Sandwich Week website	X	X	X
Social Media mentions on Facebook, Twitter	X	X	X
Logo displayed on Sandwich Sampler program	X	X	X
Logo on winners' plaques	X	X	X
Tickets to the Sandwich Sampler	X (8)	X (4)	X (2)



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