



You are invited to participate in Frankston City's inaugural **battle of the burgers!**

In August, Frankston City Council will launch the 2019 Winter Residents Campaign, **Burger Off**, to encourage existing and new customers, residents, visitors and their friends and family to attend our restaurants and cafes and taste your burger creations. The public will vote for their favourite and decide the winner!

It is FREE for your business to participate and by doing so you will have the chance to WIN over \$4,000 of promotion for your business... not to mention the BRAGGING RIGHTS!

Who can enter?

All cafes and restaurants within the Frankston City municipality can enter a burger into the campaign for the chance to be crowned the winner by public vote.

What do I need to do?

Step 1: Register your business interest at burgeroff.com.au

Step 2: Create a new and unique burger to be available throughout August

Step 3: Enter your burger creation via burgeroff.com.au by **Friday, 21 June 2019**

Step 4: Thursday, 1 August 2019 – CAMPAIGN LAUNCH. Start promoting your participation and get selling. Don't forget to encourage your customers to vote!

Step 5: Keep track of the burgers that you sell. We will ask you at the end of the promotion to provide us with the following information to determine the success of the campaign:

- Number of promotional burgers sold
- Postcode of customers purchasing the promotional burger
- Number of new customers to your business
- Total sales for the month (to be compared with 2018 figures)

Please note: The above data collection is required as a condition of entry. For full Terms and Conditions please go to burgeroff.com.au

What's in it for me?

We will promote your business across Council's communications platforms to expose your business to **NEW CUSTOMERS** both from within and outside the municipality.

As well as **bragging rights**, the winning business will receive a comprehensive **promotional package valued at over \$4,000** which includes:

Complimentary Visit Frankston Tourism Partnership for 2019-2020 (valued at \$200).

- Customer referrals from staff and volunteers at the Frankston Visitor Information Centre
- In-centre brochure and poster display (50,000 visitors per annum)
- Business listing on Visit Frankston website, visitfrankston.com (140,000 hits per annum)
- Promotion at major and community events by Council's Roving Tourism Ambassadors (over 300,000 event attendees)

Dedicated promotional package to showcase your business (valued at \$900).

- Website feature and banner advertising on visitfrankston.com (140,000 hits per annum)
- Sponsored business feature on Visit Frankston Facebook page (9,200 followers)
- Sponsored business feature on Visit Frankston Instagram page (5,100 followers)
- Dedicated e-newsletter promoting your business, distributed to over 1,300 recipients

In addition, the winning business will feature across Council's marketing and communications platforms (valued at \$3,000).

- Frankston City News publication distributed to over 54,000 households
- Frankston City e-Newsletter distributed to 2,600 recipients
- Frankston City Council Facebook page (14,500 followers)

What will Council do?

Council will promote Burger Off in all marketing and communications platforms including:

- Online via burgeroff.com.au, visitfrankston.com and frankston.vic.gov.au
- Frankston City News
- Your Council, Our Community advertising in Frankston Standard Leader
- Visit Frankston and Council E-newsletter features
- Paid and organic social media promotions on Visit Frankston and Frankston City Council Facebook and Instagram
- Advertising in selected Mornington Peninsula print publications
- Destination Melbourne, Discover your own Backyard digital promotion

Bonus Feature Opportunity – Delicious Destination

In addition to the marketing and communications listed above, you can get your business featured in our social media promotions as a Delicious Destination.

All you need to do is post a picture of your creative promotions of the Burger Off to your social media business pages using tag **@burgeroff_frankston** AND hashtag **#EnjoyEveryBurger** and the most creative post each week will be featured as our Delicious Destination.

As a participating venue in the campaign your business will benefit from all of these marketing and communications activities as well as having the opportunity to feature in photo opportunities with local print and digital media.

REGISTRATIONS OPEN NOW!

burgeroff.com.au

For more information please contact

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