

Sample Restaurant Solicitation Letter

From Worldcon Runners' Guide

Sample Restaurant Solicitation Letter

This is a sample letter that can be used as part of a solicitation effort to get nearby restaurants to extend their hours, offer convention specials, and buy ads. Of course, it should be printed on convention stationery.

Dear Downtown Chico Restaurateur:

The 57th World Science Fiction Convention will be held at the Hyatt Regency Chico and Swissotel Chico over the Labor Day weekend, from Thursday, August 29 through Monday, September 2.

More than 6000 people will be in attendance at the convention for its entire duration. The Hyatt Regency Chico, our headquarters hotel, has already sold out, with more than 1950 rooms booked.

Our attendees are interested primarily in restaurants that are within walking distance of the convention hotels. In addition, there is a strong interest in restaurants that have varied menus or offer unique dining experiences.

We are requesting that you consider extending your normal hours on Friday and Saturday of Labor Day weekend, and consider opening on Sunday and Monday. In particular, those restaurants that offer moderately priced menus should do quite well in competition with the Hyatt Regency. As an example, at the 1987 World Science Fiction Convention, a Chinese restaurant less than four blocks from the convention hotels did a month's worth of business in five days!

Those restaurants that confirm they will be extending hours or offering specials to members will be prominently featured in our restaurant guide.

We are also interested in any brochures or discount coupons that you would care to provide for our membership.

Please contact me at the above address, phone me at (999) 555-1212, or fax me at (999) 555-1212.

Sincerely,

Joe Phan

cc: Connor Foss

Chairman, 76th World Science Fiction Convention

Most of these attendees are **not** attending the convention on expense accounts, and are interested in restaurants that are close to the convention hotels, particularly those that are either reasonably priced or offer something out of the ordinary on their menus.

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