

THE HOW TO GUIDE FOR LOCAL COMMUNITY EVENTS

Participating in local community events is an important part of any Local Restaurant Marketing (LRM) strategy. By engaging in these events, your restaurant can foster a deeper connection with the community, create a loyal guest base, and enhance QDOBA's brand awareness.

Community involvement not only attracts new guests but also reinforces the loyalty of existing ones, as people tend to support businesses that contribute positively to their local area. Ultimately, allowing QDOBA to stand out in a competitive market.

“HOW TO” locate opportunities in your local market.

Chamber of Commerce: As a central hub for business activity and networking within the community, the Chamber of Commerce maintains a comprehensive calendar of local events, festivals, and initiatives and can provide valuable insights into which events align best with QDOBA's target audience and marketing goals. Additionally, being a member of the Chamber opens doors to exclusive events and collaborations with other local businesses, boosting your restaurant's visibility and reputation.

Search Engines: Google is an essential resource for identifying local community events happening in your area, from festivals and fairs to charity runs and farmer's markets. Google Events, integrated with Google Search and Google Maps, provides detailed information on upcoming events. Additionally, setting up Google Alerts to notify you about new events and relevant news in your trade area is also recommended.

Within Your 4 Walls: Tapping into your employees and guests, especially ones who live in the area, is a highly recommended strategy for identifying upcoming local community events. Employees and regular guests often have firsthand knowledge of local happenings, traditions, and popular events that may not be widely advertised, or that they themselves are a part of. This helps foster your relationships with your employees and guests, so ask them questions and get to know them!

Community Network: You may also tap into your existing local community network - especially your past caterings, VIP events, fundraisers, or grand opening events. Some of your potential community contacts may include:

- Town committee, city council members, police/military, parks & rec
- PTA, teacher's associations, school staff, athletic departments, booster clubs
- Youth sports, business associations, parenting organizations
- Non-profit groups, religious organizations
- Business owners, event planners, vendors

Examples of local events in your community!

- Farmers Markets
- Food and Wine Festivals
- Street Fairs and Block Parties
- Parades and Holiday Celebrations
- Charity Runs and Walks
- Music and Arts Festivals
- Cultural and Heritage Festivals
- School and University Events (on and off campus)
- Community Clean-Up Days
- Sporting Events and Tournaments

What should you bring with you to these events? Suggestions to maximize your presence, leave a lasting impression, and encourage guests to come visit your restaurant:

1. Representing QDOBA and looking top notch!
 - QDOBA branded Pop-Up
 - QDOBA Table Skirt
 - Feather Flags
 - QDOBA branded swag items
 - * The items can be ordered from our new Silkscreen site. **Contact your Franchise Business Consultant for access.**
2. Being armed with materials to hand out is key! The following can be downloaded from Brand Portal:
 - 5k Swag Bag insert with Free Queso and Chips [[link](#)]
 - Summer Coloring Sheet with Free Kids Meal [[link](#)]
 - QDOBA Rewards 2Up & 4Up Flyer w/ QR Code [[Brandfolder](#)] - Available July 1st!
 - * There are many more marketing materials to choose from on **Brand Folder**. Be sure to select the ones that best fit your event.

The following items can be ordered and printed through Custom Point/RRD

- Fundraiser Retractable Banner.
- Catering Retractable Banner.
- Rewards Retractable Banner w/ QR Code - Available July 1st!
- Free Queso and Chips with Entree Cards.
- * Assets available to order/print on **Custom Point**.

TIP! Sampling of our delicious 3-Cheese Queso and Chips is always a hit!

HERE IS AN EXAMPLE ON HOW TO SET UP YOUR QDOBA SPACE.

