



Self Promotion Tips for the Restaurants

CONGRATULATIONS! Your restaurant was named as one of Central Nebraska's FAVORITE restaurants by our listeners and readers. You are in the second annual CentralNebraskaTODAY.com Tournament of Taste. We created this interactive event to give some higher profile recognition to the local restaurants that we all know and love in Central Nebraska and expose more of the folks around our part of the state to some ones they did not even know existed. All of the restaurants showcased in this event must be original to our home area and can have a maximum of two locations. We received almost 550 nominations and the final bracket contains 64 of our area's favorite restaurants from 38 cities, towns and villages that call 17 different Central Nebraska counties home. This interactive feature is fully sponsored by several of our advertisers who are not restaurants, we ARE NOT asking all of the restaurants featured to pay for anything. How restaurants advance is by getting their patrons & fans to "turn out the vote" in this fun, interactive tournament.

Here are a couple things you can do to help your restaurant move along through the tournament.

- Head online and check it all out if you have not yet. Each weekday there are different head to head matchups with the voting live from 6am till just before midnight. Find your day, write it down so your patrons know when to vote.
- Find the CentralNebraskaTODAY.com Facebook page, because we will be sharing promotional posts along the way for the tournament. You could **share the post** with your own text that reads something like, "We were nominated! The day to vote for us is...!"
- Tell your staff about the promotion to get the info out to the patrons that visit your establishment.
- Tell the voters about the prizes they could win, and more importantly, the prize you could win as a "FINAL FORK" restaurant, up to being the "CHOMPION" at the end. We have prizes for the top four restaurants.

more details online at
centralnebraskatoday.com

