



Jackson County Restaurant Week returns **November 10-16, 2025**.

Jackson County, Michigan restaurants may sign up below to participate. Each participating restaurant will offer a special \$15 menu featuring comfort food items. Experience Jackson will coordinate the overall details and market the overall event through various channels.

General

- Coordinated by: Experience Jackson
- Main contact: Rachel Buchanan, rachel@experiencejackson.com
- Coordinator contact: Cindy Rees, admin@experiencejackson.com
- Timeline: **November 10-16, 2025** (Monday-Sunday)
- Official Hashtag: **#TasteOfJackson**
- Public event link at experiencejackson.com

Goal

To increase awareness and economic impact of patrons (both local and visitors) to support local eateries in a delicious week of affordable meals at Jackson County Restaurants.

What Experience Jackson Provides:

1. FREE participation to Jackson County restaurants
2. FREE promotion of Jackson County Restaurant Week before and during the event through social media, press release and other media to encourage customers to participate
3. Promotional resources (posters, flyers, postcards, and branded social graphics) for restaurants
4. Stamp and stamp pad for participating restaurants to stamp patron's punch cards

What Restaurant Provides:

1. Be physically located within Jackson County, Michigan
2. A clearly labeled menu of **AT LEAST 3 options** (priced at \$15/entree) for the duration of promotion for customers upon arrival. For this Restaurant Week event, we are asking that all \$15 menu options fall into the category of **comfort food**. Unique or exclusive menu items encouraged - can include any variety of breakfast, lunch and dinner options. Be creative! Try to include at least one menu item that is a dietary specialty (ex. gluten-free, vegetarian and/or vegan options).
3. A visual Restaurant Week: Comfort Food Edition Menu (800 x 800 pixels) from your location. List menu items, short description, and indicate if it is a dietary specialty option
4. **Two \$25 gift cards/certificates** to restaurant for Experience Jackson to use as customer prizes following event.
5. Keep punch cards on-site and validate them (with a stamp provided by Experience Jackson) when they purchase any of featured \$15 menu options.

6. Internal marketing methods to promote Jackson County Restaurant Week collectively.

Timeline

- **Wed, Sept. 10:** Info to Jackson County restaurants via messages, emails, etc. and press release sent to media to request participation.
- **Fri, Sept. 19 (10:00 am):** Informational zoom meeting for interested restaurant participants
- **Wed, Oct. 1 (noon):** Restaurant participation sign-up deadline
- **Tues/Wed/Fri, Oct. 7, 8, 10:** Experience Jackson will drop off materials to participating restaurants (*date/time based on restaurant hours and locations*) and pick up each restaurant's two \$25 Gift Card/Certificates (please have these ready and accessible to staff to grab near front welcome desk/area)
- **Fri, Oct. 31 (noon): 800x800 pixel menu graphic** due to Experience Jackson, emailed as a .png or .jpg to admin@experiencejackson.com. **NOTE:** We will gladly accept these prior to deadline.
- **Nov. 10-16, 2025:** Restaurant Week Event
- **Tues/Wed, Nov. 18 & 19:** Experience Jackson will pick up completed punch cards and additional materials and stamps (*date/time based on restaurant hours and locations*). NOTE: Restaurants may choose to drop off their items during regular business hours on Nov. 18, 19 or 20 if you'd prefer. Please let Experience Jackson know if this is your plan.
- **Fri, Nov. 21:** Experience Jackson will draw winners of a gift card prize pack from submitted punch cards with at least 3 punches from event.

Restaurant participation sign-up deadline is Wed, Oct. 1, 2025 at noon.

Posters, Logos and Digital Materials

If you need additional Posters, flyers, punch cards and stamps, they can be picked up by request (following drop-off dates) at 134 W. Michigan Ave., Jackson, MI 49201 during regular business hours (Mon-Thurs, 8-5 and Fridays, 8-4).

Resources available on the Restaurant Week Page:

- The official approved square social media graphic for Restaurant Week participants.
- Two official approved Restaurant Week logos for use by Restaurant Week participants. Please do not change color, effects, or dimensions of logo. Any use must be approved by Experience Jackson before using publicly. They can be downloaded on the Restaurant Week page.
- Menu graphic sample
- Zoom link for Sept. 19 restaurant participant informational interest meeting

Email admin@experiencejackson.com with any questions.

All information can be found at **ExperienceJackson.com**.

