



PTA RESTAURANT
WEEK

WELCOME!



**WE'RE PROUD TO
SUPPORT OUR
LOCAL SCHOOLS**



It's Giving Time.

Two weeks when dinner in your neighborhood pays
for the school down the street — **and your restaurant**
is the reason.

November 2–15, 2026

PALM BEACH · BROWARD · MIAMI-DADE · THE TWO WEEKS BEFORE THANKSGIVING

ptarestaurantweek.com



Why your restaurant **should be in it.**

Two weeks in November that open the giving season and run right up to Thanksgiving. PTA Restaurant Week pairs your restaurant with one local school's PTA: you put a few items on the menu, and the PTA spends two weeks telling hundreds of neighborhood families to come and order them — every order sending money back into their kids' school. **Eighteen schools across Palm Beach, Broward and Miami-Dade are already taking part.**

1 It's Giving Time

November runs hot. The quarter is closing, Thanksgiving is bearing down, everyone is stretched. That is exactly why a table matters: this gives families a reason to stop, sit down together, and have the meal fund their kids' school in the same hour.

2 The PTA does the selling

A PTA has something no ad buy does — a trusted, direct line to hundreds of families who live minutes from your door. For two weeks it puts your name in front of them, from someone those families already trust.

3 You set the menu and the price

You choose the format — a prix-fixe menu or three to six à la carte items — and what they cost. The 20% donation applies to those items only — never to the rest of the check, the drinks, the tax or the tip.

4 You become the school's restaurant

Your banner is at the entrance, your name is in every PTA newsletter and post. Families remember who showed up for their school long after the plates are cleared.

HOW IT WORKS

- 1 Pick **one format**: a prix-fixe menu with at least two choices per course, or **three to six à la carte items**. Suggested pricing: lunch \$20, dinner \$35 — prix-fixe \$30 / \$45.
- 2 Offer them to **every guest, all fourteen days**, alongside your regular menu. No limited hours, no capped seats.
- 3 Send **20% of what those items brought in** straight to the school's PTA, within 15 days of the close. The money never passes through us.

WHAT THE FEE COVERS

- **Entrance banner** (24"×36") marking you as a participating restaurant
- **Listing in the PTARW directory**, by county and school
- **PR outreach** to local press, TV, radio, bloggers and influencers
- **Paid social advertising** on Facebook, Instagram and Google
- **Co-branded artwork** — PDF, JPEG and PNG for your own channels
- **Features on PTARW's social channels**, on your own and in group posts

\$900

Participation fee, this edition

+ 2 × \$50

Vouchers you honor, for influencers and mystery shoppers

20%

Of promotional items sold, to the PTA

\$0

Charged to the school or its PTA, ever

\$3,000+

is the typical cost of a big-city program like NYC Restaurant Week — and those rarely take neighborhood or franchise restaurants at all. PTARW brings that visibility to the streets around the school for **\$900**.

AND IT'S DEDUCTIBLE

Your donation goes to the school's PTA, and PTAs are generally registered 501(c)(3) nonprofits — so what you give is normally deductible for your business. We provide a written record of every dollar. Confirm the treatment with your accountant.

Claim your school before October 2, 2026.

One restaurant is paired with one school at a time, and each school takes only 10 to 15 partners — so the closest schools fill first.

Emerson Silveira · Founder & CEO, PTA Week Corp.

561.698.1044 · participation@ptarestaurantweek.com · ptarestaurantweek.com


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ONLINE