



## IRONMAN WALES 2018 - WELCOME TO PEMBROKESHIRE DINNER

### INFORMATION FOR BUSINESSES

The 'Welcome to Pembrokeshire Dinner' is a redeemable food voucher scheme for IRONMAN Wales registered athletes to use at participating Pembrokeshire wide restaurants, cafes, hotels and eateries. Athletes receive the food voucher in their registration pack to the value of £12:50 and are redeemable on the Thursday and Friday of race week only.

The 'Welcome to Pembrokeshire Dinner' provides an opportunity to encourage more athletes to use local restaurants, cafés and hotels across Pembrokeshire. The initiative was successfully launched at IRONMAN Wales 2016, with participating businesses noting benefits of additional friends and family spending and repeat custom from the athletes themselves.

The Welcome to Pembrokeshire Dinner 2018 will take place on Thursday 6 and Friday 7 September 2018.

All businesses serving food across Pembrokeshire are invited to participate, there is no joining fee however, all participating restaurants must have a score of 3 or above on the national Food Hygiene Rating Scheme to be included.

To build on the Welcome Dinner from previous years, 2018 will see the introduction of a new marketing strategy including an [interactive map](#).

### GET INVOLVED

If you would like to get involved, please sign-up at: <https://ironmanforms.wufoo.eu/forms/im-wal-2018-welcome-dinner-restaurant-sign-up/> or if you have any further questions, please contact [bradley.cleveland@ironman.com](mailto:bradley.cleveland@ironman.com)

### OBJECTIVES

1. Welcome athletes to Pembrokeshire and to IRONMAN Wales.
2. Encourage more athletes and their accompanying friends and family to use participating businesses, more often.

### VOUCHER PLAN

- IRONMAN will provide each athlete who registers on **Thursday 6 and Friday 7 September ONLY** of Race Week with one uniquely coded voucher
- This voucher will be valid for the athlete to use at any participating business on **Thursday 6 and Friday 7 September ONLY** at any time
- The value of the voucher to the athlete is £12.50. In return for the marketing and promotion received (see below), each voucher is invoiced to IRONMAN at £10.
- The athlete is free to spend more on their meal if they wish and friends and family who dine with them will pay as normal

### MARKETING & PROMOTION

- IRONMAN will promote any participating businesses by including them in online and in pre-race publications
- Included in a year-round interactive map on the IRONMAN website [interactive map](#). This map provides information of each participating eatery including; location details, website, contact details, type of eatery and Food Hygiene Rating.
- Marketing pack, including promo sticker indicating participating restaurant to be displayed in window.

### MENU

Participating restaurants can chose between two options:

- A)** Athletes receive a voucher for the value of £12.50 to be spent on existing menu options in a single transaction  
**B)** Restaurants devise a set IRONMAN menu with 3-4 options to choose from to the value of £12.50 (meal + drink)

### INVOICING PROCESS

- Each athlete must hand in their voucher to the participating business to receive their meal
- Participating businesses are required to keep all expended vouchers for reimbursement AND to record the number of vouchers they receive each day
- The full invoice plus all vouchers will need to be submitted directly to IRONMAN for payment within 28 days

*\*Businesses are required to have scored 3 or above on the national Food Hygiene Rating Scheme to participate in the Welcome to Pembrokeshire Dinner 2018. This newly introduced requirement is in place to ensure that all businesses involved promote a positive representation of Pembrokeshire food establishments and of IRONMAN Wales.*