

TAKEOUT FLATIRON

FEB - MAR 2021, PROGRAM RECAP





Photo Credit: La Pecora Bianca

ABOUT THE CAMPAIGN

Starting on February 8th and concluding on March 31st 2021, the Flatiron/23rd Street Partnership launched Takeout Flatiron, a campaign to encourage takeout and delivery orders from local restaurants, cafés, and bars during the winter months.

Patrons could submit pictures or screenshots of receipts from their takeout orders and be entered to win "dinner for a year" consisting of 12 gift cards to select Flatiron and NoMad restaurants worth \$595 each. In total, four winners were randomly selected.

The campaign received 1,031 submissions representing \$35,716.68 spent with food and beverage establishments.

FLATIRON PROGRAM STATISTICS

STATS SPEAK TO KEY PERFORMANCE METRICS AND IN-HOUSE DIGITAL COMMUNICATION THROUGH FLATIRON'S E-NEWSLETTER AND @FLATIRONNY SOCIAL MEDIA CHANNELS.

\$35,716.68

DOLLARS GENERATED
IN TAKEOUT ORDERS

37,877

SOCIAL MEDIA
USERS REACHED

1,279

LIKES ON POST

1,031

CONTEST SUBMISSIONS

57,195

SOCIAL MEDIA
IMPRESSIONS

2,728

TAKEOUT FLATIRON
WEBPAGE VIEWS

17,280

NEWSLETTER OPENS

6,158

VIEWS ON VIDEOS

FLATIRON DIGITAL MARKETING

PREVIEWS OF FLATIRON SOCIAL MEDIA POSTS, NEWSLETTERS, AND WEBPAGE.



Takeout Flatiron

Order Takeout to Win Dinner for a Year!

Win "Dinner for a Year" in **Takeout Flatiron** Campaign, the Flatiron Partnership's Latest Initiative to Help Local Restaurants Survive the COVID Pandemic

– Campaign runs February 8–March 31; Four winners each receive 12 gift cards to local eateries worth \$595 –

Special Announcement

March 28, 2021

Takeout Flatiron

ENDING MARCH 31ST

Order Takeout by THIS Wednesday, March 31st Win Dinner for a Year!

We're in the final days of **Takeout Flatiron** and we are encouraging YOU to order takeout from Flatiron & NoMad restaurants, bars, and cafes.

Enjoy a meal. Submit receipts. Enter to win dinner for a year—12 gift cards from local restaurants worth \$595! Our first pair of winners were selected via a random drawing on March 1st. **Two more winners will be drawn on April 2nd, so get those receipts in!**

Many of your favorite restaurants need your support to stay open. When you order from a local restaurant, you're not only putting food on your table, you're also helping restaurant workers put food on theirs. So, skip the dishes and make a difference!

How To Enter:

1. Enjoy takeout or delivery from Flatiron and NoMad food or beverage establishments.
2. Take a screenshot or photograph of your receipt and email it to takeout@flatirondistrict.nyc.
3. In your email, use the subject line "Takeout Flatiron Contest" and include your full name, phone number, and home zip code.

Entries must be 18+ and a resident of NY, NJ, or CT. Only orders made during the contest timeframe (2/8-3/31) are valid. One takeout order per day is eligible for entry. No purchase necessary. See official rules for details.

[Takeout Flatiron](#)

Flatiron District, NYC
Posted by Kimberly Lynch
Mar 9 · 🌐

Just three weeks left to order takeout and 🏆 WIN DINNER FOR A YEAR! 🏆 Eat local, email receipts, & enter to win \$595 in gift cards. Details & rest... See More

Flatiron District, NYC
Posted by Kimberly Lynch
Mar 30 · 🌐

LAST CALL. 📞 Order takeout in #Flatiron through 3/31 to WIN DINNER FOR A YEAR! 🏆 Eat local, submit receipts, & enter to win 12 gift cards to local eateries... See More

flatironny
Flatiron District, NYC

Liked by unionsquareny and 185 others

Flatiron, New York @FlatironNY · 3/30/21 · 🌐

LAST CALL. 📞 Order takeout in #Flatiron through 3/31 to WIN DINNER FOR A YEAR! 🏆 Eat local, submit receipts, & enter to win 12 gift cards to local eateries worth \$595.

Details 📄 bit.ly/TakeoutFlatiron

Featured:
@inday_nyc
@littlebeetable
@Areppasofficial
@ZeroOttoNove089 – at Flatiron District

INDAY Restaurant and 3 others

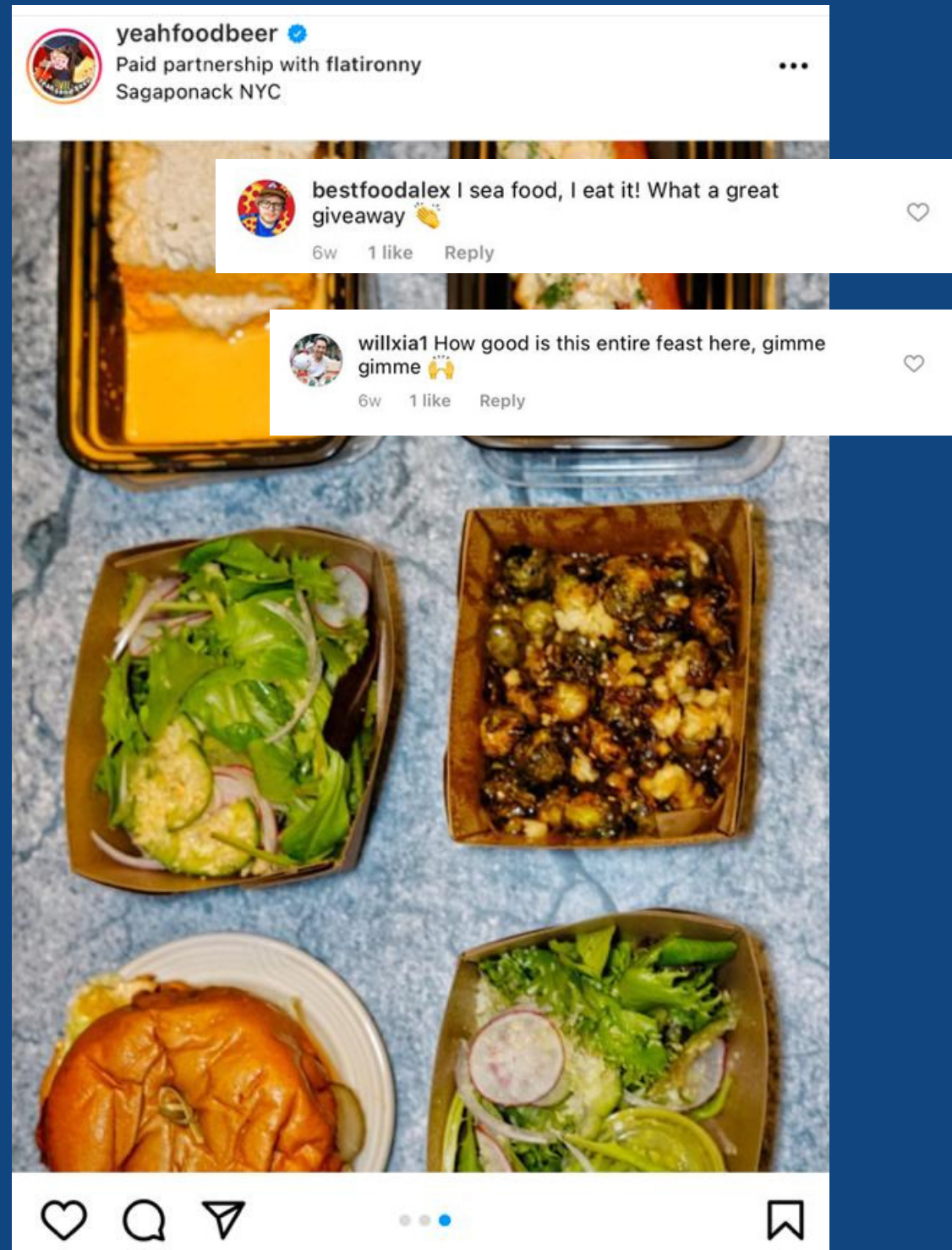
flatironny
flatironny - Original Audio

Liked by unionsquareny and 82 others



PAID INFLUENCER PARTNERSHIPS

THE PARTNERSHIP WORKED WITH NYC INFLUENCERS TO HIGHLIGHT THE CAMPAIGN.



yeahfoodbeer • Paid partnership with flatironny Sagaponack NYC

bestfoodalex I sea food, I eat it! What a great giveaway 🍷

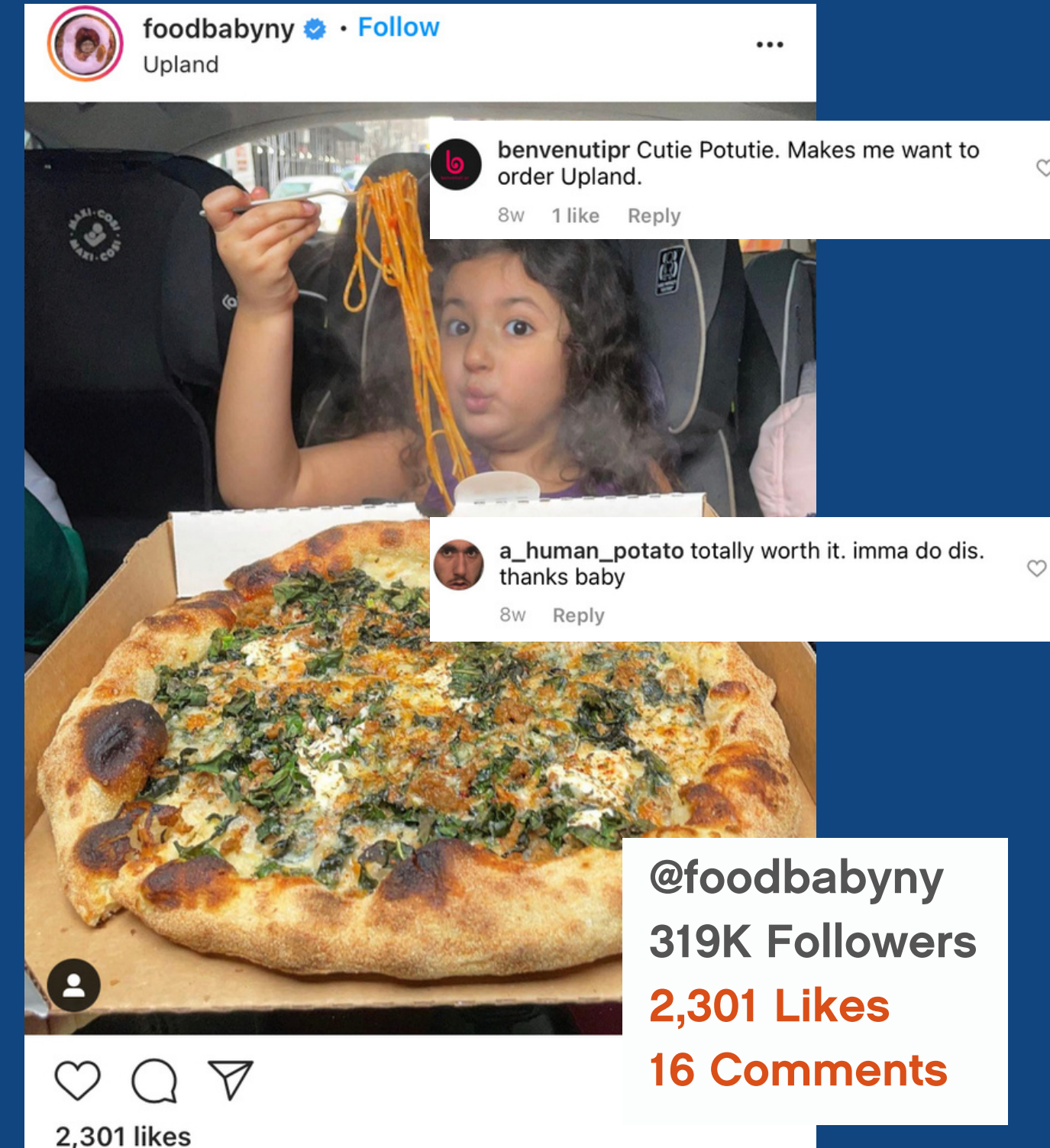
willxia1 How good is this entire feast here, gimme gimme 🍷



antonio_eats_la Wow! I want this for breakfast, lunch and dinner 😂😂

masalaandchai Okay dang I need to go here 🍷

@yeahfoodbeer
87.3K Followers
1,777 Likes
279 Comments
4,371 Views



foodbabyny • Upland

benvenutipr Cutie Potutie. Makes me want to order Upland.

a_human_potato totally worth it. imma do dis. thanks baby

@foodbabyny
319K Followers
2,301 Likes
16 Comments

TAKEOUT FLATIRON PRESS

THE PARTNERSHIP'S IN-HOUSE PR TEAM EARNED PRESS COVERAGE FOR THE CAMPAIGN

OUTLETS

- amNY
 - Launch
 - Final Week
- Broadway World
- Eater NY
- Patch News
- The Ticker

Takeout Flatiron offers customers free dinner for a year

By Dean Moses

0 comments Posted on February 9, 2021

ORDER TAKEOUT & ENTER TO WIN DINNER FOR A YEAR!



#TakeoutFlatiron

ENTER TO WIN DINNER ONCE A MONTH FOR A YEAR AT SELECT FLATIRON RESTAURANTS.

Takeout Flatiron is a campaign launched on Feb. 8th, to encourage consumers to order takeout and delivery from restaurants within the Flatiron District.

The Ticker

est. 1932

Business

Flatiron 23rd/Street Partnership launches 'Takeout Flatiron' to help restaurants hurt during pandemic

Eat & Drink

There's still time to support local Flatiron/NoMad restaurants and win monthly dinners

By Emily Davenport

0 comments Posted on March 23, 2021

'Takeout Flatiron' Generates Nearly \$15,000 For Restaurants Heading Into Final Week

Since February 8, 524 entrants have submitted takeout receipts totaling nearly \$15,000 in dining dollars spent at neighborhood restaurants.

THANK YOU FOR YOUR SUPPORT!

A BIG THANK YOU TO EVERYONE WHO PARTICIPATED AND SUPPORTED LOCAL BUSINESSES. THE COMMUNITY WAS OVERWHELMED BY YOUR GENEROUS PATRONAGE.

EVERY ORDER MADE A DIFFERENCE.



Flatiron
23rd Street
Partnership

