



CERTIFIED RESTAURANT PARTNER



GALVESTON BAY
FOUNDATION

REEF
PROGRAM
MEMBER



RESTAURANT TOOLKIT

CONGRATULATIONS!

Thanks to your commitment to Galveston Bay Foundation, you're officially a member of our **Restaurant Reef**.

As a **Restaurant Reef member**, you've agreed to:

- Serve as either an Oyster Shell Recycler or participate in Oyster & SeaFest
- Include Restaurant Reef/GBF logo and language on any of the following:
 - Digital and/or print menus
 - Table tents, napkins or coasters
 - Website
 - Social media channels and/or email newsletter



As a **Restaurant Reef member**, you'll enjoy the following benefits:

Benefits	Reef Member	Pearl Member
Logo and hyperlink on Restaurant Reef landing page	●	●
Restaurant Reef certificate to hang onsite	●	●
Local media/press opportunities	●	●
Cross-promotional marketing toolkit with digital and print assets	●	●
Use of GBF Restaurant Reef logo and branding	●	●
Local influencer opportunities		●
Invitation to GBF Grand Opening Celebration in Spring 2024		●
First right of refusal for catering or gifting needs		●

Want to get more involved? Consider joining us as a Pearl Member!

Pearl Members agree to the following:

- Serve as an Oyster Shell Recycler AND participate in Oyster & SeaFest
- Include Restaurant Reef/GBF logo and language on ALL of the following:
 - Digital and/or print menus
 - Table tents, napkins or coasters
 - Website
 - Social media channels and/or email newsletter
- Commit to one of the following annually
 - Donate a percentage of proceeds for a specific period of time or from specific menu item(s)
 - Donate an experience or item(s) to GBF gala or fundraising initiative



IT'S OFFICIAL!

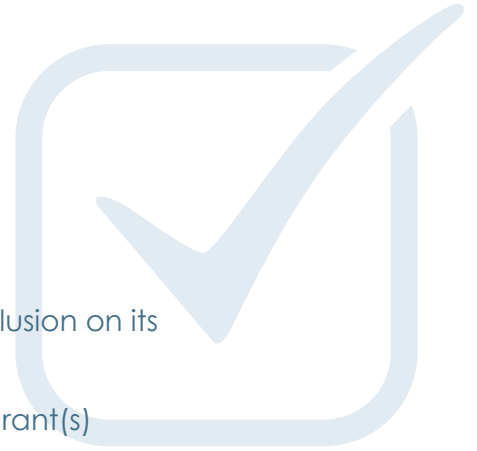
Now that you're officially a part of Restaurant Reef, it's time to shout your commitment to the environment, sustainability and giving back from the rooftops!

Please share the following with Habitat Restoration Coordinator, Shannon Batte at sbatte@galvbay.org at your earliest convenience so we can begin to highlight your involvement:

- EPS or PNG of your logo(s)
- Preferred URL

Checklist:

- Send logo and URL to Galveston Bay Foundation for inclusion on its Restaurant Reef Landing Page
- Hang your Restaurant Reef Certificate up at your restaurant(s)
- Add the Restaurant Reef logo and information about your participation on your website
- Add the Restaurant Reef logo and information to your digital and /or print menu(s)
- Add the Restaurant Reef logo and information to table tents, napkins and/or coasters
- Post on Facebook and Instagram about your involvement and tag Galveston Bay Foundation
- Add information about Restaurant Reef and Galveston Bay Foundation to your Instagram Stories and Highlights
- Share information about your involvement in Restaurant Reef in an upcoming email newsletter
- Sign up to participate as an Oyster and SeaFest restaurant partner
- Become an Oyster Shell recycling partner
- Create a campaign to donate a percentage of proceeds from specific menu items and/or for a certain period of time to Galveston Bay Foundation
- Donate an experience or item(s) to our upcoming gala



**Because of our restaurant partners,
we've been able to recycle over
408,000 pounds of shell in 2023!**



SOCIAL MEDIA



Caption Examples:

[Insert restaurant name here] is proud to support Galveston Bay Foundation **[insert relevant tag here]** as a Restaurant Reef member. While most restaurants trash their oyster shells (sending them to landfills), **[insert restaurant name here]** recycles our shucked shells with GBF as part of its Oyster Shell Recycling program! When you dine at **[insert restaurant here]**, know that you are making a difference in your local community AND the region.



[Insert restaurant name here] is proud to support Galveston Bay Foundation **[insert relevant tag here]** as a Restaurant Reef member. We can't wait to serve Houstonians at GBF's upcoming Oyster & SeaFest on April 6th! Not only is this event a blast, but your (and our) participation enables Galveston Bay Foundation to protect the vital natural resource we're all connected to, Galveston Bay.

[include Oyster & SeaFest graphic here]



Social Media Handles:

Instagram - [@gbayfoundation](#)

Facebook - [@GalvestonBayFoundation](#)



WEB AND EMAILING



Sample website and email marketing copy:

[Insert restaurant name here] is proud to support Galveston Bay Foundation as a Restaurant Reef member. While most restaurants trash their oyster shells (sending them to landfills), [insert restaurant name here] recycles our shucked shells with GBF as part of its Oyster Shell Recycling program! In fact, we've helped Galveston Bay Foundation recycle over 1,000 tons of oyster shells, creating a future habitat for oysters! Oysters aren't simply tasty, just one oyster filters 50 gallons of water a day helping to remove unwanted pollutants. That's a lot of impact for a tiny mollusk!



Sample menu copy:

We are proud to help Galveston Bay Foundation recycle over 1,000 tons of oyster shells, creating a future habitat for oysters! [Click here](#) to learn more!

[include crest]



Print Assets:

[Click here](#) to download your Restaurant Reef certificate, table tents, napkins and coasters.

We're here to connect with your team!

Reach out to Kimberly Meza, our Communications and Marketing Manager at kmeza@galvbay.org or visit galvbay.org for more information.

