



CLEVELAND'S ONLY FISH FRY APP

PUT YOUR FISH FRY ON THE MAP FOR HUNGRY LENTEN DINERS

DEADLINE TO REGISTER: FEBRUARY 13, 2026

To participate, email events@clevescene.com.

#CLEVELANDFISHFRY

CLEVELAND



FISH FRY GUIDE

CLEVELAND FISH FRY GUIDE OVERVIEW

CONNECTING HUNGRY LENTEN DINERS WITH CLEVELAND'S FISH FRY FAVORITES

Across the Cleveland Fish Fry Guide, you'll find neighborhood bars, family restaurants, churches, halls and clubs, all showcasing their own take on the classic fish fry. It's a full season of celebrating one of Northeast Ohio's favorite Lenten traditions. If you host a fish fry, you qualify to be one of the featured participants in this citywide experience, putting your menu in front of hungry fish-fry fans all spring long.

Cleveland's only dedicated Fish Fry app, the Cleveland Fish Fry Guide helps diners navigate the crowded landscape of options. Each listing includes your full Lenten menu, logo, photo(s), hours, phone number, website link and the ability for users to check in. Guests use the app to discover new spots, plan their Friday night routes and revisit their favorites year after year — all while keeping your fish fry top of mind throughout the season.

PARTICIPATION

Join us in celebrating Cleveland's favorite Lenten tradition by including your location in the Cleveland Fish Fry Guide. Each listing can showcase your full Lenten fish fry menu, logo, photo(s), hours, address, phone number, website link and a check-in option for guests.

Participating locations must:

- Host a public fish fry during the Lenten season
- Provide complete and accurate information for your listing, including menu details, dates and hours of service, and contact information.
- Supply at least one high-quality photo or logo for use in the guide and app.
- Honor the menu offerings and pricing included in their listing for the duration of their fish fry dates.

The more detailed and enticing your listing, the easier it is for hungry diners to find (and choose) your fish fry.

BENEFITS

- Inclusion on the Cleveland Fish Fry Guide app
- Inclusion on *Cleveland Magazine's* Fish Fry Guide Map on clevelandmagazine.com
- Inclusion in an omni-channel Fish Fry Guide marketing campaign through *Scene* and *Cleveland Magazine* (print, digital and social)

RESULTS

Recent surveys of food week customers shows we turn first-time visits into repeat business.

58% were first-time visitors to the restaurant they checked in at.

98% said they are likely to return to the restaurant they visited

92% bought add-ons beyond the food week special

3× Consumers report spending an average of 3× the special price per visit.

90% plan to visit 3+ participating restaurants during the food week

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CLEVELAND FISH FRY GUIDE PARTICIPANT LEVELS

FEATURED RESTAURANT

TOTAL PRICE \$350

- Featured listing on the Cleveland Fish Fry Guide app
- Featured map listing on Cleveland Magazine's Fish Fry Guide Map on clevelandmagazine.com
- Tagged in a Fish Fry Guide social post via @clevelandscene or @clevelandmagazine

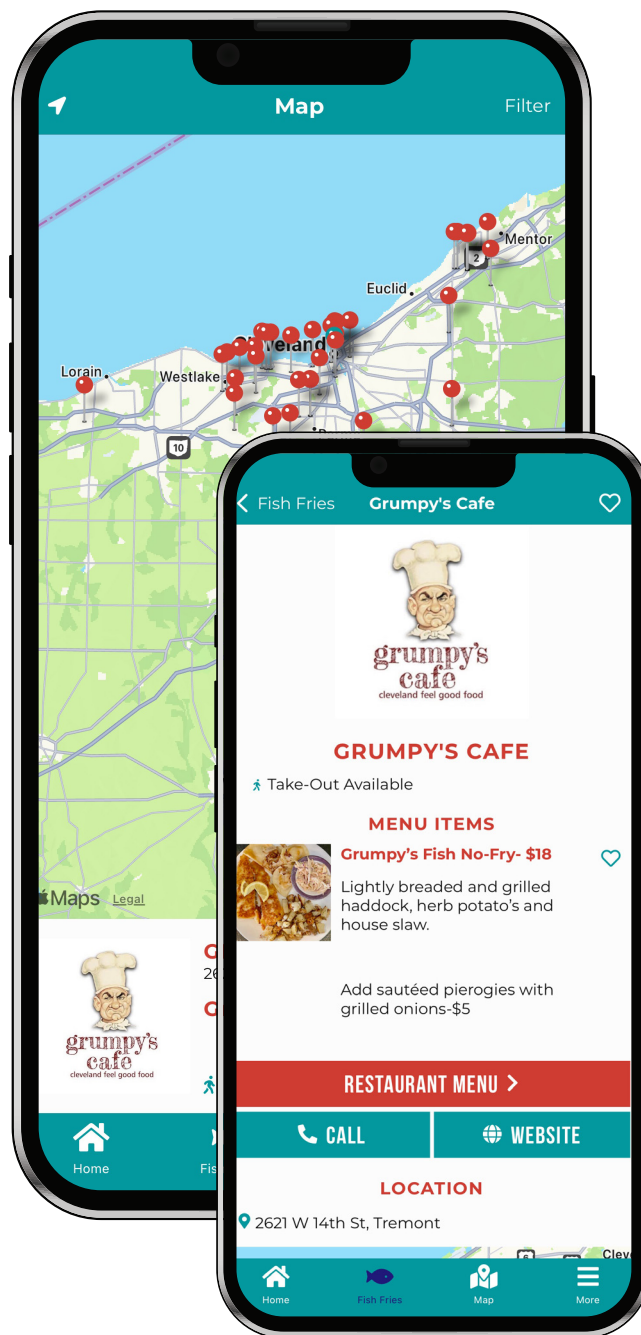
FEATURED NONPROFIT

TOTAL PRICE \$40

- Featured listing on the Cleveland Fish Fry Guide app
- Featured map listing on Cleveland Magazine's Fish Fry Guide Map on clevelandmagazine.com

YOUR FEATURED LISTING INCLUDES

- Logo and Photo
- Full Lent Menu Description
- Location/Hours
- Link to Website + Restaurant Menu
- Link to Call Your Restaurant
- Ability for Guests to Check-in



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CLEVELAND FISH FRY GUIDE SPONSORSHIP LEVELS

PRESENTING SPONSOR

TOTAL PRICE \$5,000

- Recognition as the Presenting Sponsor, with guide identified as "Cleveland Fish Fry Guide presented by [Company Name]" in all marketing and promotions
- Full-page ad in any February-April edition of Scene
- 150,000 web impressions on CleveScene.com
- Hyperlinked logo on the Cleveland Fish Fry Guide app
- Your company's logo on all applicable print and digital promotional materials
- Sponsored Instagram post via @clevelandscene (160K+ followers)
- Dedicated e-blast to Scene's promotional email list (42K+ subscribers)
- Access to participating restaurant contact list

BEER SPONSOR

TOTAL PRICE \$3,000

- Half-page ad in any February-April edition of Scene
- 50,000 web impressions on CleveScene.com
- Hyperlinked logo on the Cleveland Fish Fry Guide app
- Your brand designated as the "Official Beer Sponsor" on all applicable print and digital promotional materials
- Sponsored Instagram post via @clevelandscene (160K+ followers)
- Access to participating restaurant contact list

WINE SPONSOR

TOTAL PRICE \$3,000

- Half-page ad in any February-April edition of Scene
- 50,000 web impressions on CleveScene.com
- Hyperlinked logo on the Cleveland Fish Fry Guide app
- Your brand designated as the "Official Wine Sponsor" on all applicable print and digital promotional materials
- Sponsored Instagram post via @clevelandscene (160K+ followers)
- Access to participating restaurant contact list

LIQUOR SPONSOR

TOTAL PRICE \$3,000

- Half-page ad in any February-April edition of Scene
- 50,000 web impressions on CleveScene.com
- Hyperlinked logo on the Cleveland Fish Fry Guide app
- Your brand designated as the "Official Liquor Sponsor" on all applicable print and digital promotional materials
- Sponsored Instagram post via @clevelandscene (160K+ followers)
- Access to participating restaurant contact list

SUPPORTING SPONSOR

TOTAL PRICE \$2,500

- Half-page ad in any February-April edition of Scene
- 50,000 web impressions on CleveScene.com
- Hyperlinked logo on the Cleveland Fish Fry Guide app
- Your company's logo on all applicable print and digital promotional materials
- Sponsored Instagram post via @clevelandscene (160K+ followers)

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CLEVELAND FISH FRY GUIDE PARTICIPANT CHECKLIST

CHECKLIST

HAVE YOU SUBMITTED YOUR LENTEN MENU DESCRIPTION, PAYMENT AND OTHER REQUIREMENTS?

- Have you submitted your Fish Fry participant form that includes your lenten menu description, hi-res logo and images, hours of operation, location information, etc.?
- Have you submitted your payment to Scene?
- Have you checked the Fish Fry Guide app to make sure your info is updated and correct?

ARE YOU PREPARED?

- Have you educated staff about the event?
- Have you placed your posters in high visibility locations?
- Have you received Fish Fry Guide branding elements from Scene?
- Have you utilized your social channels and the hashtag #ClevelandFishFry to promote your restaurant?

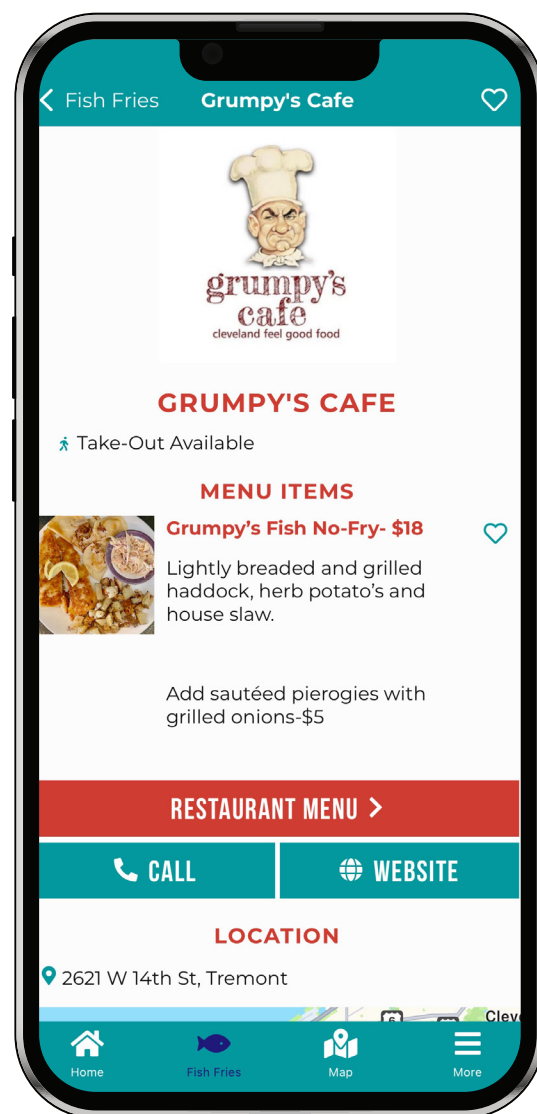
PARTICIPANT REQUIREMENTS

- Participant form is due by February 13, 2026. The participant form collects all necessary information to execute the Fish Fry Guide. Failure to submit your materials by February 13, 2026, will result in a \$35 late fee and potentially the removal of your restaurant from the app and website.

Your participant form and can be submitted online at:

<https://clevelandstudios.com/cleveland-fish-fry-2026/>

- Payment due at sign up.



DOWNLOAD THE CLEVELAND FISH FRY GUIDE APP TODAY



Cancellation permitted through February 13, 2026. Cancellation after this date/time will result in cancellation fee equal to 75% of selections noted above.