

Dine Out. Save Lives.

Dining Out For Life!

DINING OUT FOR LIFE
NASHVILLE



Commitment Form



HOW IT WORKS

- Sign your restaurant up to participate in this one-day fundraiser by completing the Dining Out For Life® restaurant agreement via the **QR code** above or click **[HERE](#)** to complete the form.
- Dining Out For Life® is promoted heavily and featured in local and regional media. Additional featured editorial coverage may include: print, television, radio and digital media.
- On May 8, 2024, thousands of people participate by dining locally - which means increased business and exposure to new customers! Your business donates 30% to 100% of food sales from breakfast, lunch and/or dinner (with the option to include alcohol sales).
- We provide you with a host who is dedicated to filling your restaurant with diners. Your host will also deliver any marketing and promotional materials you need.

"The cupboards had very little left in them and I was really worried about my next meal. Then I looked out on my porch and saw this great bounty of food I received from CARES... words will NEVER be able to express how liberated from my worries I felt! My fears quickly turned to joy and relief."

William



**WEDNESDAY
MAY 8, 2024**



NASHVILLE
CARES

Wednesday May 8th

Dining
Out For

Life!

DINING OUT FOR LIFE
NASHVILLE



AS A PARTICIPANT IN DINING OUT FOR LIFE® YOU AGREE TO:

1. Contribute to Nashville CARES a minimum of 30% of gross food and non-alcoholic beverage purchases (with the option to include alcohol sales for an extra boost) for all patrons dining on Wednesday, May 8, 2024 (unless another date and amount is authorized in writing by Nashville CARES). This includes dine-in and to-go, with the exception of 3rd party delivery services.
2. Allow Nashville CARES to use your restaurant's name, location, and phone number in materials and communications promoting the event.
3. Promote the event by displaying provided Dining Out For Life® posters and distributing your choice of provided promotional materials at the restaurant prior to and during the event, promote the event on restaurant's newsletters and social media marketing for a minimum of one month leading up to and on the day of the event (as applicable).
4. Permit Nashville CARES, its volunteers, and staff to help promote your restaurant and invite people to dine that day via our own marketing activities or direct outreach to our constituents. Also, you agree to allow Nashville CARES to promote your restaurant via the Dining Out For Life® website including your restaurant name, phone number, street address and a live link to the restaurant website.
5. **IMPORTANT:** You agree to Report your restaurant's final results to Nashville CARES **WITHIN ONE WEEK OF THE EVENT, AND NO LATER THAN WEDNESDAY, May 15, 2024.** Your report should include Pre-tax gross sales for all patrons served (not just those specifying Dining Out For Life®) which shall be the basis for calculating the contribution due. Also, you agree to mail your contribution to Nashville CARES **by May 31, 2024.** An Event Sales and Contribution Report form will be provided to you for completion and submission to Nashville CARES.

IN EXCHANGE, NASHVILLE CARES WILL:

1. Promote your restaurant via the Dining Out For Life® website with your restaurant name, phone number, street address and a live link to the restaurant website.
2. Coordinate a publicity campaign to promote Dining Out For Life® via local radio, television, print media, social media marketing and email campaigns with more than 25 million impressions.
3. Provide attractive, quality event promotional materials that may include posters, table tents, check inserts, invitations, and other printed items.
4. Recruit volunteers to invite people to dine at restaurants for Dining Out For Life® on **May 8, 2024** (or other day if agreed in writing with Nashville CARES).
5. Report overall event results to all participants.

Please note: Your completed form below as signed and executed constitutes a legally binding agreement between you and Nashville CARES.

WE APPRECIATE YOU AND LOOK FORWARD TO WORKING WITH YOU ON THIS EXCITING EVENT TO SUPPORT THE ONGOING WORK OF NASHVILLE CARES IN 2024 AND BEYOND!

RESTAURANT DONATION BENEFITS

DONATION LEVELS	100% CLUB	PLATINUM	GOLD	SILVER
Percentage of Sales Donated	100%	75%	50%	30%
Logo on DOFL website	✓	✓	✓	✓
Logo on ALL digital ads and e-communication	✓	✓	✓	✓
Logo on printed marketing materials	✓	✓	✓	✓
Restaurant mentioned in all press releases	✓	✓	✓	
Dedicated social media post	✓	✓		
Logo on billboard ads with over a million impressions	✓			
Opportunity to feature chef and/or owner on local TV media	✓			
You will be listed as a sponsor for all events throughout 2024	✓			

Local restaurants throughout the greater Nashville area participate by donating a percentage of proceeds from breakfast, lunch and/or dinner to Nashville CARES. Created in 1991, Dining Out For Life® is a trademarked international fundraiser conducted in more than 50 cities raising more than \$4.5 million for HIV annually. Nashville's Dining Out For Life® event is in its 22nd year. Our goal this year is to include more than 100 restaurants and raise more than \$140,000. Each restaurant donates a minimum of 30% of all food sales during breakfast, lunch and/or dinner.

WEDNESDAY, MAY 8, 2024

DININGOUTFORLIFE.COM/NASHVILLE

2023



DINING OUT FOR LIFE NASHVILLE

*feeding people.
healing people.*

MORE THAN 25 MILLION IMPRESSIONS!



DIGITAL

The Nashvillian: monthly eNewsletter, web & weekly e-blasts

Nashville Scene: web, eNewsletter

Connect: web, social media

Pride Chamber: eNewsletter and calendar

Websites: Nashville CARES and Dining Out For Life

TOTAL IMPRESSIONS: 270K



PRINT

THIS YEAR: **Nashville Scene** - April 25: half pg, May 2: 2 pg spread with all restaurants listed, May 26: full pg thank you to all restaurants & sponsors

The Nashvillian - full pg May

Connect: full page Apr/May

Posters and flyers distributed throughout the city

TOTAL IMPRESSIONS: 550K



TELEVISION

LAST YEAR:

May 16: Talk of the Town featured Margot McCormack from Margot Café and Bar

NewsChannel5: [3 evening news slots] DOFL mentioned along with National HIV Vaccine Awareness Day which is the 18th [airs the 18th and pushes weekend restaurants]

News 2: May 17th Interview with CEO live at 11:30am

TOTAL IMPRESSIONS: 258K



SOCIAL MEDIA

All platforms: Facebook, Instagram, Twitter, LinkedIn

Facebook/Instagram: targeted paid ads

TOTAL IMPRESSIONS: 112K



RADIO

NPR: x30 drive time spots
75K impressions



OTHER

CARES eNewsletters: weekly blasts to more than 13K subscribers

Community Calendars: Listed on all major resources

Hundreds of Flyers and Posters

distributed throughout the community

TOTAL IMPRESSIONS: 50K



OUTDOOR ADVERTISING

Lamar billboards: x2 high traffic Nashville locations w/more than 23 million impressions

The Nashville Sign: 188K impressions

TOTAL IMPRESSIONS: 24 million

PRINT AND OUTDOOR MEDIA SAMPLES FROM 2023



DINING OUT FOR LIFE NASHVILLE
feeding people. healing people.

Thank You!

To our sponsors, restaurants, media partners, volunteers and thousands of diners who helped make 2023's Dining Out For Life® one of our most successful yet!

Presented by
GILEAD

Benefiting
NASHVILLE CARES

Sponsored by
NPS
NASH GILLIAN

Donate Here

Restaurants & Food Trucks

<p>Avo Café Coco Café Nonna D'Andrews Bakery & Café East Nashville Beer Works Epice Fat Bottom Brewing Co Fenwick's 300 Five Points Pizza - East Five Points Pizza - West Fleet Street Pub Frankie J's Frothy Monkey - 12 South Frothy Monkey - Downtown Nashville Frothy Monkey - E. Nashville Frothy Monkey - Franklin Frothy Monkey - The Nations Germantown Café</p>	<p>Homegrown Taproom & Marketplace Husk Nashville JB's Pourhouse Jeni's Splendid Ice Cream Kalamata's Lockeland Table Lou Lyra Margot Café & Bar Marsh House Mitchell Deli Nobles Kitchen & Beer Hall Original Memphis Wings Pecker's Bar & Grill Santo The Chef & I The Lipstick Lounge</p>	<p>The Mockingbird The Thirsty Goat Urban Grub</p> <p>FOOD TRUCK NATION Birria Babe Tacos Bondi Bowls Bradley's Curbside Creamery Changkhani Sushi Eden's BBQ Livvi's Lunchbox Music City Fish & Chicken Phat Pizza Repici's Real Italian Ice Ripide Acai Rolling Recipe Simeon Chicken Enchilada</p>
--	--	--

Media Partners
BLACKBIRD MEDIA
OUTDOOR ADVERTISING
SCENE
CONNECT
NASHVILLE PUBLIC RADIO
talk town

100% Restaurants
75% Restaurants
50% Restaurants



DINING OUT FOR LIFE NASHVILLE
feeding people. healing people.

WEDNESDAY MAY 17

THE NASHVILLE Sign

DININGOUTFORLIFE.COM/NASHVILLE

THE NASHVILLE Sign



DINING OUT FOR LIFE NASHVILLE
feeding people. healing people.

THESE RESTAURANTS & FOOD TRUCKS ARE GENEROUSLY DONATING A PORTION OF THEIR SALES TO NASHVILLE CARES.

DININGOUTFORLIFE.COM/NASHVILLE

PRESENTED BY
GILEAD

SPONSORED BY
NPS
NASH GILLIAN

BENEFITING
NASHVILLE CARES

WEDNESDAY, MAY 17

12 SOUTH
Epice - 75%; L/D
Frothy Monkey - 30%; D
Urban Grub - 30%; D

8TH AVE SOUTH
Fenwick's 300 75%; B/L

ANTIOCH
Original Memphis Wings - 30%; Take-Out

CLARKSVILLE
The Thirsty Goat - 30%; L/D

DONELSON
Homegrown Taproom & Marketplace - 30%; L/D

DOWNTOWN NASHVILLE
D'Andrews Bakery & Café - 100%; B/L
Fleet Street Pub - 75%; L/D
Frothy Monkey - 30%; D
Husk Nashville - 30%; D

EAST NASHVILLE
East Nashville Beer Works - 30%; D
Five Points Pizza - 30%; 11am-4pm
Frothy Monkey - 30%; D
Jeni's Splendid Ice Cream - 30%; D
Lockeland Table - 30%; D
Lyra - 30%; D
Mitchell Deli - 30%; B/L
Margot Café & Bar - 50%; D
Nobles Kitchen & Beer Hall - 30%; L/D

FOOD TRUCK NATION
(located at Deaderick St & 4th; 11am-2pm)
Birria Babe Tacos - 20%
Bondi Bowls - 10%
Bradley's Curbside Creamery - 20%
Eden's BBQ - 20%
Livvi's Lunchbox - 20%
Music City Fish & Chicken - 20%
Phat Pizza - 20%
Repici's Real Italian Ice - 20%
Rolling Recipe - 20%
Simeon Chicken Enchilada - 20%

FRANKLIN
Frothy Monkey - 30%; D

GERMANTOWN
Germantown Café - 30%; L/D
Frankie J's - 50%; L

GREEN HILLS
Kalamatas - 75%; L/D
Santo - 75%; L/D

HERMITAGE
JB's Pourhouse - 20%; L

MIDTOWN
Avo - 30%; D

SYLVAN PARK
Café Nonna - 30%; D
Lou - 75%; D

THE GULCH
The Chef & I - 30%; D
The Mockingbird - 30%; D

THE NATIONS
Frothy Monkey - 30%; D

WEST NASHVILLE
Café Coco - 30%; L/D
Five Points Pizza - 30%; 11am-4pm

TUESDAY, MAY 16
Pecker's Bar & Grill - 50%; 5-7pm

SATURDAY & SUNDAY MAY 20 & 21
Fat Bottom Brewing Co - 25%; D

SUNDAY, MAY 21
Lipstick Lounge - 100%; B/L
Lou - 30%; B/L/D

B = Breakfast
L = Lunch
D = Dinner
* = Alcohol sales included in donation

DONATE

DIGITAL AND SOCIAL MEDIA SAMPLES FROM 2023



OUR SOCIAL MEDIA

