



WEDNESDAY
MAY 8, 2024

dine out
save lives

Transform Lives While You Dine: Sponsor Nashville CARES Dining Out For Life® 2024

In the heart of the greater Nashville area, a movement is stirring - one that combines the simple joy of dining with the profound impact of philanthropy. Nashville CARES is thrilled to invite you to become a part of this extraordinary journey as a proud sponsor of Dining Out For Life®, a landmark event that has been making waves internationally since 1991. This year, on Wednesday, May 8, 2024, we are set to mark the 22nd anniversary of this remarkable event in Nashville, aiming to reach new heights in our fight against ending the HIV Epidemic.

Dining Out For Life® stands as a beacon of hope, mobilizing over 50 cities globally and raising upwards of \$4.5 million annually to combat HIV. In Nashville alone, our ambition for this year is to enlist the support of more than 100 local restaurants, each committing to donate a minimum of 30% of all food sales from breakfast, lunch, and/or dinner, propelling us towards our target of raising over \$140,000.

Why Your Sponsorship is Vital

Your sponsorship not only showcases your brand as a leader in social responsibility but also aligns you with a cause that touches lives directly. Here's how your support makes a difference:

- **Visibility and Brand Alignment:** Leverage the widespread recognition of Dining Out For Life® to elevate your brand. Gain exposure across multiple media platforms, connecting with a broad and engaged audience who values corporate social responsibility.
- **Community Engagement and Impact:** Play a crucial role in a local and global movement. Funds raised through this event provide critical support for Nashville CARES' mission to offer life-saving services related to HIV prevention, testing, and care, directly benefiting those affected in Middle Tennessee.
- **Corporate Social Responsibility:** Demonstrating your company's commitment to social causes enhances your corporate image and builds employee pride. Sponsoring Dining Out For Life® signals a deep commitment to making a tangible difference in the world.

Join Us in this Culinary Crusade Against HIV

We are calling on corporations and businesses like yours to step forward and sponsor this life-changing event. Your support can come in various forms—financial contributions, in-kind donations, or promotional support. Every bit helps as we endeavor to surpass our goal of \$140,000, turning every meal served into a step towards a world free of HIV.

For more information on how you can contribute and to become a part of this powerful event, please visit diningoutforlife.com/nashville. Together, we can transform lives, one meal at a time.

Let's make Dining Out For Life 2024 the most impactful year yet. Your partnership can change lives.

Nashville CARES awaits your support with gratitude and excitement for the potential to forge a partnership that transcends mere sponsorship, embodying the very essence of community and care.

2024 SPONSORSHIP BENEFITS

SPONSOR LEVELS	PRESENTING	GOLD FORK	SILVER SPOON	GOURMET	APPETIZER
Sponsor Level Pricing	\$30,000	\$20,000	\$10,000	\$5,000	\$2,500
Volunteer opportunities for your employees at event	✓	✓	✓	✓	✓
Branding and hyperlink prominent on websites	✓	✓	✓	✓	✓
Sponsor mention in all press releases	✓	✓	✓	✓	✓
Logo on printed marketing materials	✓	✓	✓	✓	
Logo prominent on ALL digital ads and e-communication	✓	✓	✓		
Logo on billboard ads with over a million impressions	✓	✓			
Dedicated eblast to 11K supporters	✓				
Recognized as Presenting Sponsor in all mentions of the event in print, digital, radio & TV	✓				

WEDNESDAY, MAY 8, 2024
DININGOUTFORLIFE.COM/NASHVILLE



2023 DINING OUT FOR LIFE MARKETING RESULTS 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

TELEVISION

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 Amna live at 11:30am
TOTAL IMPRESSIONS: 258K

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

Nashville Scene - April 28: half pg, May 12: 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

SOCIAL MEDIA

All platforms: Facebook, Instagram, Twitter, LinkedIn
Facebook/Instagram: 5/1-5/17 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

HISTORY

Founded in 1985, Nashville CARES is the premier HIV/AIDS service organization in Tennessee. Annually, we serve more than 20,000 people statewide, and provide comprehensive services to clients throughout 17 counties in Middle Tennessee. We provide targeted education, free and confidential HIV testing and a broad range of comprehensive services to individuals who are at-risk for or living with HIV.

MISSION

Our mission is to end the HIV/AIDS epidemic in Middle Tennessee. We work to achieve this through education, advocacy and support for those at risk for or living with HIV.

VISION

To see a community where HIV infections are rare, and when they do occur, everyone with HIV/AIDS has access to care, treatment and support to achieve optimal health and self-sufficiency without stigma or discrimination.

VALUES

In support of our mission and vision, our actions are guided, supported, and measured by our values:

Do what is right: We act with integrity in every situation.

Show respect and compassion: We show empathy and kindness to every person.

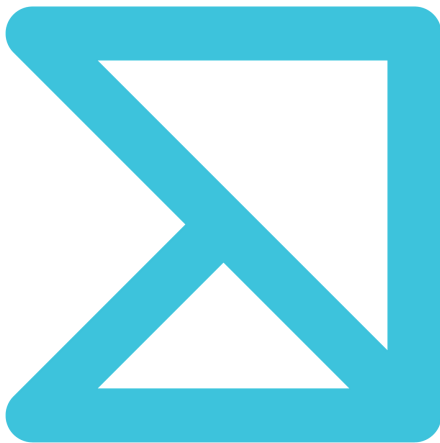
Demonstrate passion for the services we provide: We do more than just our job, we believe in our mission.

For more information about the agency (including financial information), visit our listing at www.givingmatters.com.

2024 SPONSORSHIP COMMITMENT FORM

Please fill out this commitment form indicating your interest in partnering with us for one or more of our events. If you have any questions feel free to contact us at dofl@nashvillecares.org.

CHOOSE YOUR LEVEL OF SPONSORSHIP



DINING OUT FOR LIFE

_____ Presenting - \$30,000

_____ Gold Fork - \$20,000

_____ Silver Spoon - \$10,000

_____ Gourmet - \$5,000

_____ Appetizer - \$2,500

PLEASE COMPLETE THE CONTACT AND PAYMENT INFORMATION BELOW

NAME _____ TITLE _____

COMPANY NAME _____

ADDRESS _____ CITY _____ ST _____ ZIP _____

LIST NAME PREFERRED FOR MARKETING PURPOSES _____

Nashville CARES will invoice you prior to event for your sponsor fees.

SIGNATURE _____ DATE _____

Please email this form to dofl@nashvillecares.org.