

DINING OUT

FOR LIFE

DINE OUT. SAVE LIVES.

THURSDAY
MAY 1, 2025

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** below 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 1, 2025, thousands of people participate by dining locally - which means increased business and exposure to new customers! Your business donates 25% 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.



SCAN FOR
COMMITMENT FORM

40 YEARS OF FIGHTING HIV!

NASHVILLE  CARES

DINING OUT

FOR LIFE

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

1. Contribute to Nashville CARES a minimum of 25% 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 1, 2025 (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 the 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.

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, 2025.** 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, 2025.** 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 50 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 1, 2025** (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 2025 AND BEYOND!

DININGOUTFORLIFE.COM/NASHVILLE

RESTAURANT DONATION BENEFITS

| DONATION LEVELS | 100% CLUB | PLATINUM | GOLD | SILVER |
|--|-----------|----------|------|--------|
| Percentage of Sales Donated | 100% | 75% | 50% | 25% |
| 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.

THURSDAY, MAY 1, 2025

DININGOUTFORLIFE.COM/NASHVILLE

CELEBRATING 22 YEARS

MAY 8, 2024

Benefiting NASHVILLE CARES



Celebrity Chef
Arnold Myint

Celebrity Chef
Star Maye

Celebrity Chef
David Andrews

DININGOUTFORLIFE.COM/NASHVILLE

2024 DINING OUT FOR LIFE MARKETING RESULTS MORE THAN 50 MILLION IMPRESSIONS!

DIGITAL

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

Nashville Scene: web, eNewsletter

D0615: web, eBlasts, social

Pride Chamber: eNewsletter and calendar

Websites: Nashville CARES and DOFL

TOTAL IMPRESSIONS: 270K

PRINT

Nashville Scene

The Nashvillian

Connect Magazine

Posters and flyers distributed throughout the city

TOTAL IMPRESSIONS: 550K

TELEVISION

NewsChannel5:

News 2:

TOTAL IMPRESSIONS: 218K

SOCIAL MEDIA

All platforms: Facebook, Instagram, Twitter, LinkedIn

Facebook/Instagram: targeted paid ads

TOTAL IMPRESSIONS: 275K

OUTDOOR ADVERTISING

Lamar billboards: x4 high traffic Nashville locations w/more than 21 million impressions

The Nashville Sign: 188K impressions

TOTAL IMPRESSIONS: 21.7 million

RADIO

NPR: x30 drive time spots
400K 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

PRINT AND OUTDOOR MEDIA SAMPLES FROM 2024

DINING OUT FOR LIFE Presented by **NASHVILLE NPS PHARMACY**

THANK YOU NASHVILLE

Nashville CARES would like to thank its Sponsors, Restaurants and Community Partners for making this year's Dining Out For Life® a success!

Celebrity Chef Arnold Myint | Celebrity Chef Star Maye | Celebrity Chef David Andrews

DININGOUTFORLIFE.COM/NASHVILLE

- | | |
|---|--|
| 615ChuTney – A Very Indian Affair Avo Black Abbey Brewing D'Andrews Bakery & Cafe East Nashville Beer Works Epice Fenwick's 300 Five Points Pizza – East Nashville Fleet Street Pub Frankie J's Frothy Monkey – The Nations Frothy Monkey – Downtown Franklin Frothy Monkey – East Nashville Frothy Monkey 12th South Frothy Monkey Downtown Nashville Germantown Cafe Germantown Pub Henley | Homegrown Taproom & Marketplace International Market Jen's Splendid Ice Creams Kalamatas – Green Hills The Lipstick Lounge Lockeland Table Lola Margot Café & Bar Mitchell Deli Mockingbird Nicky's Coal Fired Park Cafe The Pharmacy Burger Parlor & Beer Garden Santo Tio Fun Mexican Munchies Up! Rooftop Lounge Urban Grub |
|---|--|



DINING OUT FOR LIFE Presented by **NASHVILLE NPS PHARMACY**

feeding people. healing people.

Celebrity Chef Arnold Myint | Celebrity Chef Star Maye | Celebrity Chef David Andrews

Participating Dining Out For Life® restaurants are generously donating a portion of their sales to Nashville CARES

DININGOUTFORLIFE.COM/NASHVILLE

Scan to DONATE

WEDNESDAY, MAY 8TH

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

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

- BELLEVUE**
615ChuTney – A Very Indian Affair – 30%; B/L/D

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

SATURDAY, MAY 11TH

- The Lipstick Lounge – 100% B/L

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

- EAST NASHVILLE**
East Nashville Beer Works – 30%; D
Five Points Pizza – 30%; L
Frothy Monkey – 30%; D
Jen's Splendid Ice Cream – 30%; L/D
Lockeland Table – 30%; D
Margot Café & Bar – 50%; D
Mitchell Deli – 30%; B/L
The Pharmacy Burger Parlor & Beer Garden – 30%; L/D

- FRANKLIN**
Frothy Monkey – 30%; D

- GERMANTOWN**
Frankie J's – 50%; D
Germantown Cafe – 30%; D
Germantown Pub – 30%; L/D

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

- MIDTOWN**
Avo – 30%; D
International Market – 75%; D

- NORTH NASHVILLE**
Tio Fun Mexican Munchies – 30%; L/D

- SOUTH NASHVILLE**
Black Abbey Brewing – 50%; L/D

- SYLVAN PARK**
Lola – 75%; D

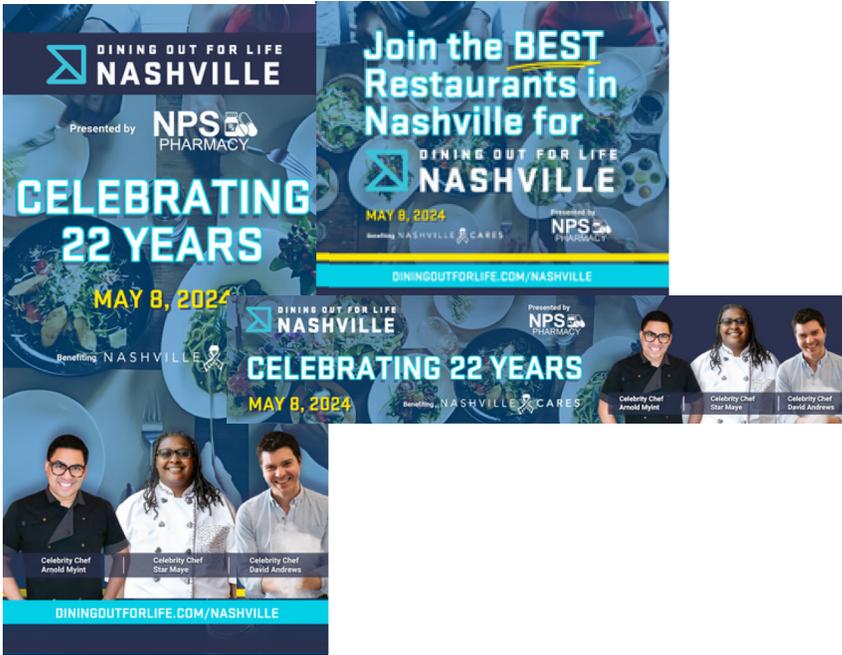
- THE GULCH**
Mockingbird – 30%; L/D
Up! Rooftop Lounge – 30%; D

- WEST NASHVILLE**
Frothy Monkey – 30%; D
Nicky's Coal Fired – 30%; D
Park Cafe – 30%; L/D

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



DIGITAL AND SOCIAL MEDIA SAMPLES FROM 2024



TELEVISION INTERVIEWS



WSMV Live Newscasts
May 7, 2024 @ 10PM



News Channel 5
Daytime - Forrest Sanders



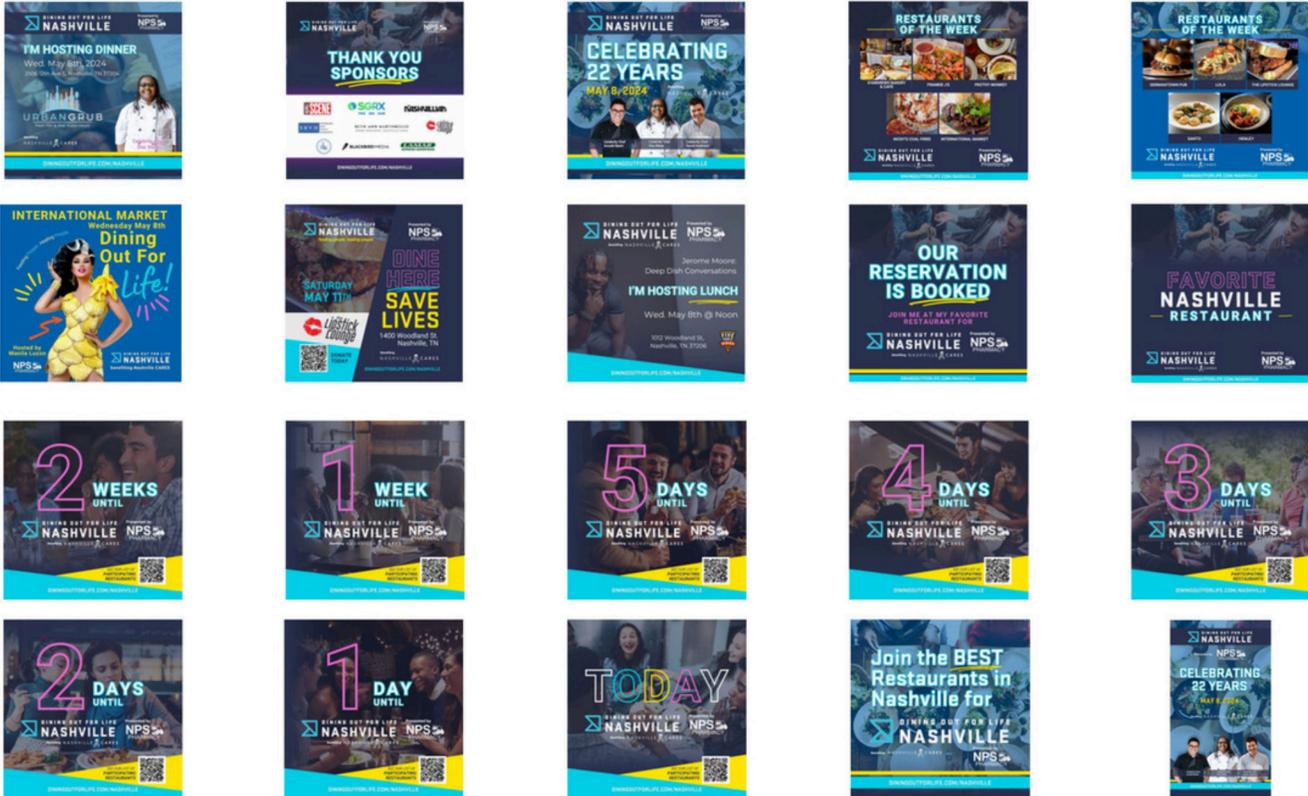
News Channel 5
MorningLine - Nick Beres



News Channel 5
Lifestyle - Amelia Young

DIGITAL AND SOCIAL MEDIA SAMPLES FROM 2024

OUR SOCIAL MEDIA



INSTAGRAM REELS

