

DINING OUT

THURSDAY MAY 1, 2025

FOR LIFE

DINE OUT. SAVE LIVES.

Transform Lives While You Dine: Sponsor Nashville CARES Dining Out For Life® 2025

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® has been making waves internationally since 1991. This year, we are set to mark the 23rd 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 25% of all food sales from breakfast, lunch, and/or dinner, propelling us toward 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 2025 the most impactful year yet.
Your partnership can change lives.

40 YEARS OF FIGHTING HIV!

NASHVILLE CARES

2025 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	✓				

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

DINING OUT

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MAY 1, 2025**

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2025 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 Doug Alexander at dalexander@nashvillecares.org.



- 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 dalexander@nashvillecares.org.