

DINING OUT FOR LIFE

ABOUT US

OCTOBER 11th 2018

Dining Out For Life® is an annual fundraising event involving the generous participation of volunteers, corporate sponsors and restaurants. In exchange for their financial support, restaurants are listed in a city-wide marketing campaign in an effort to increase customer traffic.

In 1991, Dining Out For Life was created by an Action AIDS volunteer in Philadelphia. Dining Out For Life is now produced in 60 cities throughout the United States and Canada.

More than **3,000 restaurants donate a portion of their proceeds from this one special day of dining** to the licensed AIDS service agency in their city. More than **\$4 million dollars a year is raised** to support the missions of 60 outstanding HIV/AIDS service organizations throughout North America. With the exception of the annual licensing fee of \$1,150, all money raised in these cities stays locally. Dining Out For Life is sponsored nationally by Subaru of America.

Sunburst Projects is a 501©3 nonprofit organization dedicated to serving children, youth, and families impacted by HIV/AIDS. Since 1982, we have worked to eliminate the stigma and discrimination associated with HIV/AIDS, while providing families and children the necessary services to further their quality of life.

Dining Out For Life (DOFL), is Sunburst Projects largest fundraising event throughout the greater Sacramento Region. **Sunburst Projects is proud to host the 4th annual Dining Out For Life, and is the only agency licensed to hold the event in the greater Sacramento area.**

On October 11th, 2018, Sunburst Projects expects 7,000 or more community members and officials to attend the 4th Annual DOFL event. The event is covered by the local newspapers, magazines, radio, television and other media outlets. We work with these outlets and the community to promote the event throughout Northern, CA.

The 2018 Dining Out For Life Sacramento Date – October 11th, 2018– is fast approaching, so be sure to save the date! WWW.DININGOUTFORLIFE.COM



WWW.SUNBURSTPROJECTS.ORG

DINING OUT FOR LIFE



PARTNERSHIP LEVELS

OCTOBER 11th, 2018

Full Course Partner: \$5,000



ADVERTISEMENTS & PROMOTIONS

- Top logo and name placement on all print advertising and promotions
 - Pre/post event press releases
 - Event e-blasts (4000 reached per blast)
 - Print ads (Sacramento Bee, SN&R magazine, Outword Magazine, and more)
 - Posters distributed to local restaurants, businesses, and other strategic locations
 - Sunburst Projects website
 - Dining Out For Life website
 - Social Media Campaign online calendars such as Sacramento 365

EVENT EXPOSURE

- Top logo placement on the following
 - Donation/Raffle drawing envelope
 - Restaurant table tents or check inserts
- Opportunity to host a restaurant for employees, clients and guests.
- Opportunity to have company information and employee representative at event table

OTHER

- Logo placement year-round on Sunburst Projects event material including Night at the Kings, Big Day of Giving, and any additional fundraisers that may arise

Gold Fork Partner: \$2,500

ADVERTISEMENTS & PROMOTIONS

- Prominent logo and name placement on the following print advertising and promotions
 - Event e-blasts(4,000 reached per blast)
 - Print ads (Sacramento Bee, SN&R magazine, Outword Magazine)
 - Posters distributed to local restaurants, businesses, and other strategic locations.
 - Sunburst Projects website
 - Dining Out For Life website
 - Social Media Campaign and online calendars such as Sacramento 365

EVENT EXPOSURE.

- Logo placement on the following
 - Donation/Raffle drawing envelope
- Opportunity to host a restaurant for employees, clients and guests.

PARTNERSHIP LEVELS CONTINUED



OCTOBER 11th, 2018

Silver Spoon Partner: \$1,000



ADVERTISEMENTS & PROMOTIONS

- Logo placement on the following print advertising and promotions
 - Event e-blasts (4,000 reached per blast)
 - Posters distributed to local restaurants, businesses, and other strategic locations
 - Sunburst Projects website
 - Dining Out For Life Web Site
 - Social Media Campaign and online calendars such as Sacramento 365

EVENT EXPOSURE

- Opportunity to host a restaurant for employees, clients and guest

Appetizer Partner: \$500

ADVERTISEMENTS & PROMOTIONS

- Logo placement on the following print advertising and promotions
 - Event e-blasts (4,000 reached per blast)
 - Sunburst Projects website
 - Dining Out For Life Web Site
 - Social Media Campaign

EVENT EXPOSURE

- Opportunity to host a restaurant for employees, clients and guest

DINING OUT FOR LIFE

OCTOBER 11th 2018

WHY SPONSOR?



1. GENERATE SALES

More than 6,000 diners take part in Dining Out for Life Sacramento each year, many of whom frequent both restaurants and sponsors that support the event.

2. ENCOURAGE PRODUCT EXPOSURE

Various sponsorship levels bring with them opportunities for product placement, whether through promotions at particular restaurants, on-site signage, or giveaways for patrons. We are happy to work with you and devise a plan that best serves your company.

3. EXPAND MARKETING AND ADVERTISING

Sponsorship at all levels includes online recognition. This provides visitors to both Sunburst Projects website and event websites numerous opportunities to click on your logo. Sponsors are also featured in a variety of social media mentions, giveaways, games, and more, all of which drives customers to your website.

4. THE PRESS LOVE IT!

Sunburst Projects will be partnering with radio, print, TV, and online media partners to publicize the event. Additionally, because the event takes place on the same day in over 60 cities throughout North America, many national and international media partners take notice.

5. SUPPORT SOCIAL RESPONSIBILITY

Sunburst Projects serves more than 250 HIV impacted children, youth, and women a year throughout the greater Sacramento Region. Your support of the event brands your company as a community leader. Dining Out For Life brings much needed funds for programs, education and services for children and families living with and affected by HIV, it also serves as a way to raise awareness and fight stigma. You can be a part of that!

DINING OUT FOR LIFE



SPONSORSHIP FORM OCTOBER 11th, 2018



Contact Information:

Company/Individual Name: _____
(As you want it to appear on event collateral)
Contact Person: _____
Address: _____
Phone: _____ Email: _____
Website: _____
Contact Person for Logo: _____

Sponsor Levels:

Full Course \$5,000 In Kind Sponsorship Custom _____
 Gold Fork \$2,500 Silver Spoon \$1,000

Method of Payment

Total Amount or In-Kind Description and Value: _____

Check Enclosed _____

Credit Card #: _____ Exp: _____

Name on Card _____

Signature: _____

Please fill and return by August 31st, 2017 to:

Sunburst Projects, Attn: Zoe Fishman
2143 Hurley Way, Suite 240 Sacramento, CA 95825
Or FAX to 916.440.1208
Or email Zoe@sunburstprojects.org

CANCELTION POLICY: Any changes or cancelations to your partnership commitment must be made within 30 days of submitting this form. All cancelations must be written in writing to Zoe Fishman.

LOGO/GRAPHIC SUBMISSION: Please submit your logo/graphic files to dofl@sunburstprojects.org as a PSD, PNG (transparent background preferred) or JPG file in full color with a minimum resolution of 300 dots per inch (DPI). To be included in the promotional materials, we must receive your logo within 30 days of partnership commitment date.

AUTHORIZATION: By signing this form, I confirm that I am duly authorized to enter into this commitment to partner with Sunburst Projects for an event. I agree that upon receipt of this partnership commitment form that this will become a binding contract for the partnership amount indicated. All partnership commitment forms must be received by 30 days prior to the event date to be included in print materials. Checks should be payable to Sunburst Projects, 2143 Hurley Way Suite 240 Sacramento, CA 95825.. Sunburst Projects is a 501(c)(3) not for profit organization.

Questions? Please Contact:

Zoe Fishman, Community Events Coordinator 916.440.0889 x 301 zoe@sunburstprojects.org