



# **DINING OUT FOR LIFE**

October 11th, 2018  
Restaurant Packet



## About Us

**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 ActionAIDS 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.

**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 DOFL event, and is the only agency licensed to hold the event in the greater Sacramento area.**

**On October 11th, 2017, Sunburst Projects expects 7,000 community members and officials to attend the 4th Annual Dining Out For Life.** 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 11<sup>th</sup>, 2018**– is fast approaching, so be sure to save the date!

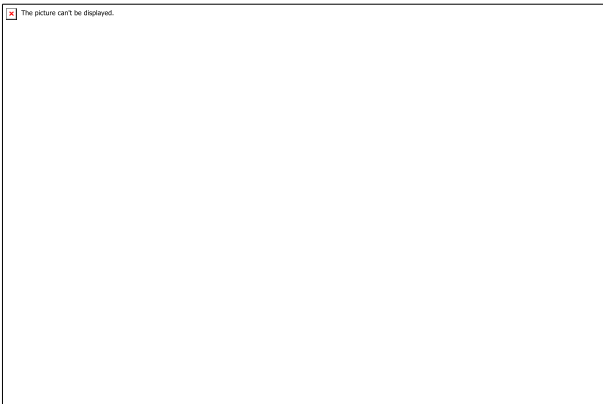
[WWW.DININGOUTFORLIFE.COM](http://WWW.DININGOUTFORLIFE.COM)





## THE EVENT

Dining Out for Life is an annual fundraising event involving the generous participation of volunteers, corporate sponsors, and restaurants. In exchange for financial support, restaurants are promoted in a citywide marketing campaign in an effort to increase customer traffic and HIV/AIDS awareness.



## HOW IT WORKS

On **OCTOBER 11, 2018**, restaurants will contribute a portion of proceeds from food, beverage, and liquor sales to support Sunburst Projects and the work they do within the community.

In 2018, we are specifically looking to recruit local businesses, so, together, we can give back to our own community.

## WHY HELP?

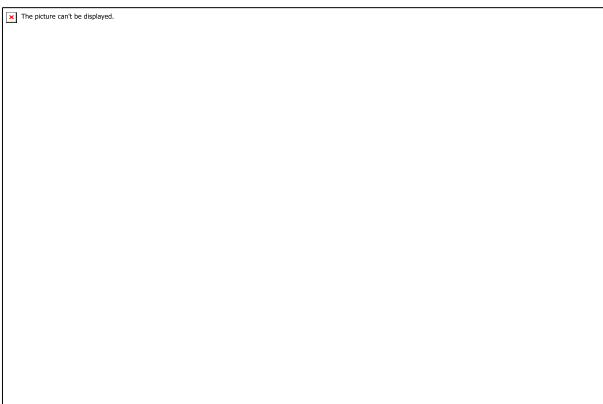
The event generates **community awareness of HIV/AIDS** and supports Sunburst Projects' mission to keep children and families together and healthy.

Contribute to a **LOCALLY** grown and **LOCALLY** organized agency that benefits the **LOCAL** community.

If you come on board, we will design a **specific marketing campaign** to meet your needs and promote your restaurant!

**We work to fill your establishment, attract new patrons and promote our participating restaurants! This event generates new diners and is a fun way to get involved in the community.**

**PLUS, it's no extra work for your restaurant**





## RESTAURANT PARTICIPATION LEVELS

### 33% Participant or a minimum of \$400 (whichever is greater)

*To be a 33% participant, you must donate 33% or a minimum of \$400 (whichever is greater) of your restaurant's sales on October 11, 2018 to Sunburst Projects*

#### ADVERTISEMENTS & PROMOTIONS

- Top logo and name placement on all advertisements and promotions as a 50% donor:
  - Pre/post event press releases
  - Event e-blasts (4,000 reached per blast)
  - Print ads (2018 publications include Sacramento Bee, Sacramento News & Review, Outword Magazine, and more)
  - Television promotion of restaurant (planned collaboration with Sacramento & Company and Good Morning Sacramento)
  - Radio promotions (2017 included KVIE and other local radio stations, 100.5, 105.1, 96.9)
  - Posters distributed to local restaurants, businesses, and other strategic locations
  - Sunburst Projects website
  - Dining Out For Life website
  - Social media campaign (boosted Facebook, Twitter, and Instagram)
  - Window cling displayed at all participating restaurants

#### EVENT EXPOSURE

- Top logo placement on the following:
  - Donation/prize drawing envelope
  - Restaurant table tents or check inserts
- Photography of food and beverage items for restaurant promotion

#### OTHER

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



## **25% Participant or minimum of \$300 (whichever is greater)**

*To be a 25% participant, you must donate 25% or a minimum of \$400 (whichever is greater) of your restaurant's sales on October 11, 2018 to Sunburst Projects*

### **ADVERTISEMENTS & PROMOTIONS**

- Logo or name placement on all advertisements and promotions as a 25% donor:
  - Pre/post event press releases
  - Event e-blasts (4,000 reached per blast)
  - Print ads when possible
  - Radio promotions (2017 included KVIE and other local radio stations)
  - Posters distributed to local restaurants, businesses, and other strategic locations
  - Sunburst Projects website
  - Dining Out For Life website
  - Social media campaign (Facebook, Twitter, and Instagram)
  - Window cling displayed at all participating restaurants

### **EVENT EXPOSURE**

- Logo placement on the following:
  - Donation/prize drawing envelope
  - Restaurant table tents or check inserts

## **Negotiable Participation Level**

*To be a Negotiable Participant, you must have an agreed upon custom contract and donate a flat fee or percent of restaurant's partial or total sales on October 11, 2018 to Sunburst Projects*

**Have anything specific in mind that is not mentioned above? Share with us and we will work to accommodate your business needs.**

**Don't forget, your donation is 100% TAX DEDUCTIBLE!**



## 2018 Dining Out For Life® Bar & Restaurant Agreement

Yes! Our restaurant agrees to participate in Dining Out For Life® on Thursday, October 11, 2018

Restaurant Name: \_\_\_\_\_

Restaurant Address: \_\_\_\_\_

Restaurant Phone: \_\_\_\_\_

### Contact Information

Owner Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Primary Event Contact: \_\_\_\_\_ Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Contact for Billing: \_\_\_\_\_ Phone: \_\_\_\_\_

Email: \_\_\_\_\_

As a participating Dining Out For Life® location, I agree to:

1. **Contribute \_\_\_\_\_ %, or a minimum of \$ \_\_\_\_\_ (whichever is greater), of total sales (including food, beverage, and liquor) on Thursday, October 11, 2018 to Sunburst Projects.**
2. Allow Sunburst Projects to use our name in materials promoting Dining Out For Life® Sacramento at no cost.
3. Promote DOFL by displaying event materials including posters, check inserts, and others for two weeks prior to the event on October 11, 2018.
4. Inform wait staff, managers, and other bar or restaurant personnel about DOFL so that they can promote the event to diners.
5. Permit Sunburst Projects to place a volunteer **“Ambassador”** at your location for DOFL. Ambassadors are assigned to a restaurant or bar and work to fill your restaurant with diners. In addition to inviting people to and promoting your restaurant, ambassadors welcome guests, inform diners of the event, and invite diners to make an additional donation to Sunburst Projects. If you have a regular patron or staff member in mind for an Ambassador, please let us know!
6. Include all diners in the donation amount. Diners are not required to mention Dining Out For Life® or present materials to be included in the donation amount.
7. **Send or deliver a check for the total contribution payable to Sunburst Projects no later than November 11, 2018.**

I certify that I am an authorized representative of this company and that I have read and agree to abide by the provisions of this agreement.

\_\_\_\_\_  
Authorized Signature (Restaurant Owner/Manager)

\_\_\_\_\_  
Date

As part of this agreement, Sunburst Projects will provide the appropriate promotional items according to the restaurant’s participation level.

\_\_\_\_\_  
Gerri DeLaRosa, Executive Director, Sunburst Projects

\_\_\_\_\_  
Date





The little details...

Check/bill inserts: \_\_\_\_\_ Posters: \_\_\_\_\_

**(If no numbers are given, restaurant will be provided materials based on availability.)**

Accept Reservations: \_\_\_\_\_ Open Table: \_\_\_\_\_


Additional comments/requests:

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Would you be willing to provide a gift card or diner discount for year-round promotional prizes?  
If so, please indicate below:

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<p><b>Contact Us:</b></p>	<p><b>Sunburst Projects</b>          2143 Hurley Way, Suite 240          Sacramento, CA 95825</p> <p><a href="mailto:dofl@sunburstprojects.org">dofl@sunburstprojects.org</a>          916.440.0889  <a href="http://www.sunburstprojects.org">www.sunburstprojects.org</a>  <a href="http://www.diningoutforlife.com/sacramento">www.diningoutforlife.com/sacramento</a></p>	
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**CANCELLATION POLICY:**

Any changes or cancellations to your partnership commitment must be made within 30 days of submitting this form. All cancellations must be submitted in writing to Zoe Fishman at [zoe@sunburstprojects.org](mailto:zoe@sunburstprojects.org).

**LOGO/GRAPHIC SUBMISSION:**

Please submit your logo/graphic files to [dofl@sunburstprojects.org](mailto:dofl@sunburstprojects.org) as a PSD, PNG (with transparent background preferred), or JPG file in full color with a minimum resolution of 300 dots per inch (DPI). To be included in promotional materials, we must receive your logo within 15 days of the 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 this will become a binding contract for the partnership amount indicated. Checks should be payable to Sunburst Projects, Attn: Zoe Fishman, 2143 Hurley Way, Suite 240, Sacramento, California 95825. Sunburst Projects is a 501(c)(3) nonprofit organization.

