



Dine Out, Fight AIDS

benefiting:

Care | resource

Your One Source

MIAMI-DADE

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Miami, Florida 33137
T. 305.576.1234 Ext 236
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BROWARD

830 E. Oakland Park Blvd, Suite 121
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Dine Out, Fight AIDS

What: The 5th Annual Dining Out For Life benefiting Care Resource

Dining Out For Life is a one-day international fundraising event that takes place in over 45 cities and benefits HIV/AIDS organizations around the world. Care Resource is the beneficiary of the event in South Florida. This is the fourth year the agency has hosted the event which is co-sponsored by the New Times Newspapers of Broward/Palm Beach and Miami-Dade and includes some of South Florida's favorite restaurants pledging a portion of their day's receipts as a donation to Care Resource. The public, to show their support, just needs to go out and have a meal with friends, family, or co-workers on May 1st at one of the restaurants listed on DiningOutForLifeSouthFlorida.org. The advertising campaign for DOFL 2009 is estimated at over 4,000,000 impressions in a two month promotion.

Where: Hundreds of participating restaurants throughout West Palm Beach, Fort Lauderdale, Miami, and Miami Beach.

A full list of restaurants can be found at
www.diningoutforlifesouthflorida.org

When: Thursday, April 30th, 2009

- Breakfast
- Lunch
- Dinner

Goal: To raise \$700,000 through the efforts of our restaurants - \$100 for every client the agency currently provides services to.

DiningOutForLifeSouthFlorida.org

Care Resource is a 501 [c] (3) not-for-profit organization.

Mission Statement:

Through education, prevention, research, care & treatment, and support service, Care Resource improves upon the health and overall quality of life of our diverse South Florida communities in need.

Our Florida registration number is SC-01467.



Dine Out, Fight AIDS

Care Resource is South Florida's oldest and largest HIV/AIDS community Service organization providing outpatient medical and dental services, psychosocial services, case management services, drug trials, in-house food bank, home delivered groceries/meals for homebound patients and much more.

Status of HIV/AIDS in the South Florida Region;

- Miami-Dade County currently rates number one in the nation, logging the highest number of new AIDS cases per capita in the United States.
- Broward County (Fort Lauderdale) currently rates number two in the nation, logging the second highest number of new AIDS cases per capita in the United States.
- More than 15,000 people in the Miami-Dade and Broward County area live with AIDS. Tens of thousands more people are estimated to be infected with HIV.

How Care Resource addresses the HIV/AIDS pandemic;

- By providing comprehensive outpatient medical services including dental care.
- By supplying nutritional assistance to clients.
- By supplying home delivered meals or groceries through our in house food bank.
- By providing psychosocial, substance abuse and case management services to all our clients.
- By administering more than 7,000 free HIV tests in 2007.

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Sponsorship Opportunities

- **Merlot Partner - \$10,000**
 - Prominent logo placement as a ***Merlot Partner*** on all event promotional materials including:
 - DOFL public service announcement airing on broadcast and cable television
 - Posters & Table Tent Cards at every restaurant
 - Two event website sponsor pages with link to your site
 - Care Resource and partner website ads
 - Press releases
 - Restaurant table tents
 - Print advertising
 - Twelve email blasts from Feb 1 – April 30th, 2009 to over 5,000 addresses

- **Cabernet Partner - \$5,000**
 - Logo placement as a ***Cabernet Partner*** on all promotional materials including:
 - Posters & Table Tent Cards at every restaurant
 - Press Releases
 - Print advertising
 - Two event website sponsor pages with link to your site
 - Twelve email blasts from Feb 1 – April 30th, 2009 to over 5,000 addresses

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- **Zinfandel Partner \$4,000**
 - Logo placement as a ***Zinfandel Partner*** on all promotional materials including;
 - Posters & Table Tent Cards at every restaurant
 - Two event website sponsor pages with link to your site
 - Twelve email blasts from Feb 1 – April 30th, 2009 to over 5,000 addresses
 - Listing as a ***Zinfandel Partner*** on promotional materials including;
 - Press Releases
 - Print advertising

- **Chardonnay Partner \$2,500**
 - Logo placement as a ***Chardonnay Partner*** on all promotional materials including;
 - Two event website sponsor pages with link to your site
 - Listing as a ***Chardonnay Partner*** on promotional materials including;
 - Press Releases
 - Print advertising
 - Twelve email blasts from Feb 1 – April 30th, 2009 to over 5,000 addresses
 - Posters & Table Tent Cards at every restaurant

- **Shiraz Partner \$1,000**
 - Logo as a ***Shiraz Partner*** on two event website sponsor pages with link to your site
 - Listing on Restaurant Collateral Material (table tents, posters)

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Sponsorship Commitment

Sponsor Name: _____

Contact: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Website URL: http://_____

Sponsorship Level:

Merlot Partner - \$10,000

Chardonnay Partner - \$2,500

Cabernet Partner - \$5,000

Shiraz Partner - \$1,000

Zinfandel Partner - \$4,000

Payment by Credit Card:

Visa

MC

Amex

Discover

Card Number: _____ Exp Date _____

Make Checks payable to Care Resource and mail to:

**Care Resource
3510 Biscayne Boulevard
Suite 300
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