



Thursday, April 29, 2010

WHAT IS DINING OUT FOR LIFE?

Dining Out For Life is a one-day restaurant fundraising event held in cities nationwide. This year, Care Resource will ask area restaurants to pledge at least 25% of their food and beverage sales in exchange for promotion of the event. The funds raised will benefit Care Resource, allowing them to provide comprehensive support services to those impacted by HIV/AIDS in South Florida.

DINING OUT FOR LIFE IS AN EXCELLENT WAY TO RAISE AIDS AWARENESS.

Dining Out For Life serves as a strong reminder of how our community is affected by HIV/AIDS. This event offers many of your customers a meaningful way to express compassion for people living with HIV/AIDS.

WHY SHOULD YOUR RESTAURANT PARTICIPATE?

1. **It's great for business!** Dining Out For Life is a popular event and promotional materials will reach a vast audience throughout South Florida. The event attracts diners who are socially-conscious and are willing to spend money when they know it benefits people living with HIV/AIDS. Your support targets an audience that appreciates your community involvement.
2. **It's great recognition!** Your restaurant's name, phone number, website, and description will be featured on www.DiningOutForLife.com. The top 12 restaurants will each be featured for one month on the Care Resource website over the next year.
3. **The Press LOVES it!** Dining Out For Life will be advertised in newspapers, on the radio, on television and online.
4. **Dining Out For Life enables Care Resource to continue its services.** Care Resource assists those affected and infected by HIV/AIDS throughout South Florida.

PARTICIPATING IS AS EASY AS ① - ② - ③.

1. Fill out and sign the Restaurant Agreement and the Restaurant Information for Web Posting.
2. Review Restaurant Extras
3. Send the 3 sheets via fax or mail to:

Events Coordinator
Care Resource
3510 Biscayne Boulevard
Suite 300
Miami, Florida 33137

W: 305-576-1234 x236
F: 305-571-2020
YHerrera@careresource.org
www.careresource.org
www.diningoutforlife.com

Restaurant Information for Website Posting

Please complete the following information as you want it listed on promotional materials – please print clearly.
Please return this form with the Restaurant Agreement form to our office.

Restaurant Name: _____

Street Address: _____

City/State/Zip: _____

Phone Number: _____ Fax: _____

Neighborhood (i.e.: Boca Raton, Ft. Lauderdale, Hollywood, South Beach): _____

Website: _____ Cuisine: _____

Total Restaurant Seating Capacity: _____ Outdoor Seating Capacity: _____ # of Wait Staff: _____

Open for: Breakfast Lunch Dinner

Participating for DOFL: Breakfast Lunch Dinner (Mandatory, if open for Dinner) No Dinner Service

Hours Open on Thursday, April 29, 2010: _____ to _____

Hours you will be participating on Thursday, April 29, 2010: _____ to _____

Smoking Section: Yes No

Reservations: Yes No

Valet Parking: Yes No

Forms of Payment Accepted: Check MasterCard Visa American Express
 Diners Club Discover Other(s) _____

Restaurant description for Dining Out For Life website: _____

Marketing Materials Needed:

How many table tents will you need? _____

How many bill stuffers will you need? _____

How many posters will you need? _____



Restaurant Extras

TOP 12 Restaurants for 2010
The top twelve donating restaurants for 2010 will each be featured on the Care Resource homepage for one month. Beginning in June 2010, Care Resource will dedicate a section of CareResource.org to highlight the "Restaurant of the Month." What a great way to show your restaurant cares about the community!

Promotional Opportunities

There are several opportunities to promote your restaurant in the days leading up to Dining Out For Life. If you wish to participate in any of the following activities or would like more information, please check the appropriate boxes and a Dining Out For Life representative will contact you.

Event Prizes

Provide Care Resource / Dining Out For Life with gift certificates or other marketable prizes to be used to promote event and incentivize fundraising. Prize donor will be recognized at the time of reward and on the Dining Out For Life website. Suggested value: a certificate equivalent to dinner for four.

My restaurant, _____, will provide _____.

Ambassador Training Site

Host an ambassador training session, by providing appetizers and non-alcoholic beverages. Training sessions last 1-2 hours and approximately 25 ambassadors are present. Restaurant will be acknowledged on the Ambassador fundraising site.

My restaurant, _____, is interested in hosting an Ambassador Training Session.

Ambassador Rewards and Incentives

Provide Care Resource / Dining Out For Life with gift certificates to reward top ambassadors. Provide at least three (3) gift certificates. Restaurants will be recognized on the Dining Out For Life Ambassador's fundraising site. Suggested value: a certificate equivalent to a meal for two.

My restaurant, _____, will provide _____.

Recipes

Provide recipes for "The Dish" Newsletter. Recipes appear in the newsletter and are credited to the chef and participating restaurant.

20% Off Tuesday Program

Participate in a special discount program. This obligates you to offer a 20% discount off the food bill to any table in which a diner presents a 20% Off Tuesday's card on Tuesday evenings throughout the year, excluding holidays and special events. Your participation will be highlighted in 2010 Dining Out for Life materials, advertising, and on the Web-site. This program ends April 26, 2011.



Authorized Representative Signature _____

Date _____