



**Dine Out, Fight AIDS**

## Sponsorship Opportunities

care | resource

Your One Source

### **MIAMI-DADE**

3510 Biscayne Boulevard, Suite 300  
Miami, Florida 33137  
T. 305.576.1234 Ext 236  
F. 305.571.2020

### **BROWARD**

830 E. Oakland Park Blvd, Suite 121  
Ft. Lauderdale, Florida 33334  
T. 954.567-7141 Ext 236  
F. 954.565.5624



**What:** The 4th Annual Dining Out For Life benefiting Care Resource

Dining Out For Life is a one-day international fundraising event that takes place in over 50 metropolitan areas and benefits HIV/AIDS organizations in participating the cities; Care Resource is the beneficiary of the event in South Florida. This is the fourth year the agency has been the beneficiary of the event, which is co-hosted by the Miami New Times and New Times Broward-Palm Beach.

The event includes some of South Florida's favorite restaurants, each pledging a portion of their day's receipts as a donation to Care Resource. The public, to show their support, only needs to dine out with friends, family, or co-workers on April 30<sup>th</sup> at one of the restaurants listed on [DiningOutForLife.com](http://DiningOutForLife.com). The advertising campaign for Dining Out For Life 2009 is estimated at over 4,000,000 impressions in a two month promotion.

**Where:** Hundreds of restaurants throughout Miami-Dade, Broward and Palm Beach.

A full list of restaurants can be found at [www.diningoutforlife.com](http://www.diningoutforlife.com).

**When:** Thursday, April 30th, 2009

- Breakfast
- Lunch
- Dinner

**Goal:** To raise \$70,000 through the efforts of our restaurants - \$10 for every client the agency currently provides services to.

## DiningOutForLife.com

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.



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

#### **Status of HIV/AIDS in the South Florida Region:**

- Broward County (Fort Lauderdale) currently ranks number three in the nation, logging the third highest number of new AIDS cases per capita in the United States.<sup>1</sup>
- Miami-Dade County currently ranks number four in the nation, logging the fourth highest number of new AIDS cases per capita in the United States.<sup>2</sup>
- More than 36,700 people in Miami-Dade and Broward live with HIV/AIDS.<sup>3</sup>

#### **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 9,000 free HIV tests in 2008.

(1)(2) Centers for Disease Control and Prevention

(3) HIV/AIDS Surveillance Supplemental Report – HIV/AIDS Data through December 2005 by Department of Health and Human Services



Dine Out, Fight AIDS

# Sponsorship Opportunities

## Title Sponsor - \$10,000

<b>Branding</b>	Top billing - The 2009 <i>Your Company Name Here</i> Dining Out For Life with first right of refusal in subsequent years within your company's industry
<b>Advertising</b>	Most prominent logo placement on ads placed in targeted media publications and in select markets (i.e. Miami New Times, New Times Broward/Palm Beach, 411, HotSpots)
<b>Media</b>	Press release announcing your company's new role as Title Sponsor DOFL public service announcements airing on broadcast and cable television
<b>Collateral</b>	Prominent logo placement on all event promotional materials including: <ul style="list-style-type: none"> <li>Table Tents (4,000) and Bill Inserts (10,000) at all participating restaurants</li> <li>Posters at targeted locations (150)</li> </ul>
<b>Web</b>	Recognition on all DiningOutForLife.com pages and a link to your company's website from the Sponsors page Logo on the Care Resource website and on partner websites
<b>Communications</b>	Logo in twelve (12) blasts from March 1 – June 1, 2009 to over 5,000 addresses
<b>VIP Restaurant</b>	Dinner for 6 at the designated VIP restaurant
<b>Annual Report</b>	Name listing in the Care Resource Annual Report



2009 Dining Out For Life Website



# Sponsorship Opportunities

## Presenting Sponsor - \$7,500

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<b>Branding</b>	Prominent display of name/logo - The 2009 Dining Out For Life presented by <b>Your Company Name Here</b> with first right of refusal in subsequent years within your industry
<b>Advertising</b>	Prominent logo placement on ads placed in targeted media publications and in select markets (i.e. Miami New Times, New Times Broward/Palm Beach, 411, HotSpots)
<b>Media</b>	Press release announcing your company's new role as Presenting Sponsor DOFL public service announcements airing on broadcast and cable television
<b>Collateral</b>	Prominent logo placement on all event promotional materials including: <ul style="list-style-type: none"><li>▪ Table Tents (4,000) and Bill Inserts (10,000) at all participating restaurants</li><li>▪ Posters at targeted locations (150)</li></ul>
<b>Web</b>	Name/Logo in DiningOutForLife.com and a link to your company's website from the Sponsors page Logo on the Care Resource website and on partner websites
<b>Communications</b>	Logo in twelve (12) email blasts from March 1 – June 1, 2009 to over 5,000 addresses
<b>VIP Restaurant</b>	Dinner for 4 at the designated VIP restaurant
<b>Annual Report</b>	Name listing in the Care Resource Annual Report

## Platinum Knife - \$5,000

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<b>Advertising</b>	Logo placement on ads placed in targeted media publications and in select markets (i.e. Miami New Times, New Times Broward/Palm Beach, 411, HotSpots)
<b>Media</b>	Press release announcing your company's commitment as Platinum Knife Sponsor
<b>Collateral</b>	Logo placement on all event promotional materials including: <ul style="list-style-type: none"><li>▪ Table Tents (4,000) and Bill Inserts (10,000) at all participating restaurants</li><li>▪ Posters at targeted locations (150)</li></ul>
<b>Web</b>	Logo in DiningOutForLife.com and a link to your website from the Sponsors page Logo on the Care Resource website and on partner websites
<b>Communications</b>	Logo in twelve (12) email blasts from March 1 – June 1, 2009 to over 5,000 addresses

# DiningOutForLife.com

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## Gold Fork Sponsor - \$4,000

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<b>Advertising</b>	Logo placement on ads placed in targeted media publications and in select markets (i.e. Miami New Times, New Times Broward/Palm Beach, 411, HotSpots)
<b>Media</b>	Mention in press release
<b>Collateral</b>	Logo placement on all event promotional materials including: <ul style="list-style-type: none"><li>▪ Table Tents (4,000) and Bill Inserts (10,000) at all participating restaurants</li><li>▪ Posters at targeted locations (150)</li></ul>
<b>Web</b>	Logo in DiningOutForLife.com and a link to your website from the Sponsors page
<b>Communications</b>	Logo in twelve (12) email blasts from March 1 – June 1, 2009 to over 5,000 addresses

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## Silver Spoon Sponsor - \$2,500

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<b>Advertising</b>	Name listed on ads placed in targeted media publications and in select markets (i.e. Miami New Times, New Times Broward/Palm Beach, 411, HotSpots)
<b>Media</b>	Mention in press release
<b>Collateral</b>	Name listed on all event promotional materials including: <ul style="list-style-type: none"><li>▪ Table Tents (4,000) and Bill Inserts (10,000) at all participating restaurants</li><li>▪ Posters at targeted locations (150)</li></ul>
<b>Web</b>	Logo in DiningOutForLife.com and a link to your website from the Sponsors page
<b>Communications</b>	Logo in twelve (12) email blasts from March 1 – June 1, 2009 to over 5,000 addresses

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## Bronze Plate - \$1,000

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<b>Collateral</b>	Name listed on all event promotional materials including: <ul style="list-style-type: none"><li>▪ Table Tents (4,000) and Bill Inserts (10,000) at all participating restaurants</li><li>▪ Posters at targeted locations (150)</li></ul>
<b>Web</b>	Logo in DiningOutForLife.com and a link to your website from the Sponsors page

# DiningOutForLife.com

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**Dine Out, Fight AIDS**

### Sponsorship Commitment

Sponsor Name: \_\_\_\_\_

Contact: \_\_\_\_\_

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

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

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

Website URL: http://\_\_\_\_\_

#### **Sponsorship Level:**

Title Sponsor - \$10,000

Gold Fork Sponsor - \$4,000

Presenting Sponsor - \$7,500

Silver Spoon Sponsor - \$2,500

Platinum Knife Sponsor - \$5,000

Bronze Plate Sponsor - \$1,000

#### **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  
Miami, Florida 33137**

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