



DINE OUT, FIGHT AIDS | APRIL 26, 2018

OUR EVENT

WHAT IS THE EVENT?

AIDS Foundation Houston's 11th annual Dining Out for Life® event.

HOW DOES IT WORK?

Restaurants contribute either a **\$2,000 flat donation** or commit to **25%** of their day's food, beverage and liquor sales to support AIDS Foundation Houston.

WHEN IS IT?

Thursday, April 26, 2018 during your restaurant's regular business hours (breakfast, lunch, and dinner).

WHERE IS IT?

More than **50 restaurants** across the Greater Houston Area.

WHY HELP?

For one day of the year, we encourage all Houstonians to Dine Out and Fight AIDS! The event generates **community awareness of HIV/AIDS** and a portion of the proceeds supports the vital and innovative programs and services at AIDS Foundation Houston, including Stone Soup, Houston's only food pantry exclusively serving the HIV/AIDS community.

WHO WILL SEE YOU?

An estimated **5,000 diners** from the Houston metropolitan area will participate in Dining Out For Life 2018. Promotional efforts (including newspaper, radio, internet, outdoor and printed materials) will generate more than **45 million media impressions**.

PARTICIPANT BENEFITS

- ⓧ High quality, full-color promotional materials including posters, promotional napkins/coasters, and table tents distributed to restaurant one month before Dining Out for Life® (DOFL);
- ⓧ City-wide Marketing and Publicity Campaign to promote DOFL and participating restaurants through local radio, web, and print media;
- ⓧ Posters distributed throughout the Houston-area advertising DOFL and participating restaurants (contract must be received by deadline to make print deadline);
- ⓧ Website listing for participating restaurants at www.diningoutforlife.com;
- ⓧ Red Ribbon pins for your wait staff, hosts, and staff;
- ⓧ Direct mail piece to all applicable zip codes of participating restaurants;
- ⓧ House Ambassador for your restaurant on the day of the event.

Complete and return the Restaurant Agreement and Information Sheet by **January 19, 2018**

Two weeks before the event your restaurant ambassador will deliver to your restaurant:

- ⓧ A summary of the event for your staff
- ⓧ Dining Out for Life Promotional materials featuring your restaurant
- ⓧ Table tents to promote your involvement

On **April 26**, your Ambassador will be at your restaurant during your requested times to mingle with guests, talk about AIDS Foundation Houston, collect additional donations, and celebrate your support.

Send the agreed-upon portion of your sales from April 26 to AIDS Foundation Houston by **May 25, 2018**.



2018 AGREEMENT

APRIL 26, 2018

- YES! _____ (Print Name of Restaurant) is proud to participate in Dining Out for Life® on **Thursday, April 26, 2018.**
- SORRY! – Our restaurant cannot be a participant this year, but we have enclosed a donation of \$_____.

As a DOFL Restaurant Participant, this restaurant agrees to the following:

_____ **Option A – CHAMPION* (must be selected if you decline Ambassadors in Restaurant)**

Flat Restaurant Contribution of **\$2,000.00** to AIDS Foundation Houston, Inc.

*Each additional restaurant and/or location is \$500.00. Featured restaurants will receive additional advertising opportunities in pre-event mailings, and weekly e-blasts.

_____ **Option B – PARTNER**

Contribute 25% of patron’s bills, including food, beverage and liquor (excluding tax), on Thursday, April 26, 2018 to AIDS Foundation Houston, Inc.

(Note: This choice includes all food and beverages served from opening to closing on Thursday, April 26, 2018.)

INITIAL EACH ITEM

As a participant, this restaurant agrees to:

- _____ Allow AIDS Foundation Houston, Inc. (AFH) to use, without cost/charge, the restaurant’s name and/or logo in promotions;
- _____ Display DOFL posters continuously and use promotional materials for a minimum of 2 weeks before DOFL;
- _____ Instruct wait staff, managers, and other restaurant personnel to promote the event to diners;
- _____ Scan and email a completed “Dining out for Life 2018 Agreement” and “Restaurant Info” page by Friday, January 19, 2018 or scan and e-mail to BrookeL@afhouston.org;
- _____ Send a check made payable to AIDS Foundation Houston, Inc. for total donation **no later than May 25, 2018 to be included in Media Thank You;**
- _____ Permit an AFH house ambassador to be present in restaurant on day of event. (Ambassador duties include greeting guests, sharing information, answering questions, soliciting and accepting contributions, distributing and collecting donation/raffle envelopes.) Excluded for Option A participants.

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 and the accompanying restaurant info page.

Authorized Signature (Owner/Manager of Restaurant)

Date



RESTAURANT INFO

April 26, 2018

The following information will be used to help promote your restaurant during this event. If this form is incomplete, we may not be able to effectively promote your restaurant.

INFO

Name of Restaurant (As to appear in print materials)

Business Name (per your restaurant's checking account)

Address(es) of Restaurant(s) (Attach 2nd sheet if necessary)

Region (Downtown, Montrose, Midtown, Galleria, etc.)

Website _____ Phone _____ Fax _____

CONTACT

Owner Name _____ Phone _____

Email _____

Primary Event Contact _____ Phone _____

Email _____

Contact for billing _____ Phone _____

Email _____

RESTAURANT

Capacity: _____ Cuisine: _____

Open for: Breakfast Lunch Dinner Hours: _____

Accept Reservations: Yes No Entrée Price Range: \$ \$\$ \$\$\$ \$\$\$\$

Number of Tables: _____ Dress Code: None Casual Business Casual Jacket Required

Number of table tents needed: _____ Coasters/napkins: _____ Posters: _____
(If no numbers are given, restaurant will be provided materials based on availability.)

- We are a Legacy Restaurant (5+ years of cumulative participation)
- To help with social media promotions, enclosed is a \$25 gift certificate for our restaurant

Questions? Contact Lauren Brooke at 713-623-6796, ext 232 or BrookeL@afhouston.org