



DINING OUT FOR LIFE

INDIANAPOLIS

// RESTAURANT PACKET

WE DINE
OUT TO
MAKE A
CHANGE

25 YEARS



Become a part of Indianapolis' history! We are celebrating 25 years of Dining Out For Life on April 25th.

25TH ANNIVERSARY OF #DOFL

Join us in celebrating our 25th Anniversary of Dining Out For Life! Each year, The Damien Center partners with dozens of local restaurants, bars, and breweries for this one-day event of advocacy and fundraising! All funds raised will directly support The Damien Center's one-stop-shop approach to HIV care and prevention.

Dear Restaurateur,

Welcome to The Damien Center's 25th Anniversary Dining Out For Life!

On Thursday, April 25, 2019, restaurants and bars across central Indiana will promote The Damien Center's cause: supporting those living with and affected by HIV. By contributing 25%, 50%, or even 100% of your proceeds for the day, you will help provide critically necessary services for thousands of Hoosiers.

In order to promote the event, create excitement, and raise funds, we would like to formally invite you to participate in Dining Out For Life. As a participating restaurant, your goodwill and generosity are vital to the success of Dining Out For Life. By signing up today, we can create messages and sponsorship recognition opportunities that will announce your participation in Dining Out For Life and help drive business to your restaurant on April 25th.

Our goal in 2019 is to raise more than \$100,000 from your support, and from the thousands of donors who choose to eat out on April 25th. The money we raise during Dining Out For Life supports The Damien Center's one-stop-shop model, which provides care for more than 1,200 HIV+ individuals and additional prevention services for thousands more.

Make your commitment today and return the enclosed contract by March 1, 2019 to receive all the benefits of a 25%, 50%, or 100% participating restaurant. Your generosity will save lives, prevent new HIV infections, and help us reduce the overall affect HIV has in Central Indiana.

I look forward to having you on board for Dining Out For Life on April 25th!



Jeffrey M. Roth

Vice President and Chief Development Officer
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AMBASSADORS



Our Volunteer Ambassadors are one of the biggest secrets to success at each restaurant. We train them to:

- Fit the restaurant culture
- Drive patrons to your restaurant on April 25th
- Advocate for HIV care and prevention in Indianapolis
- Solicit donations from patrons

WE WILL:

- Meet or exceed promotional benefits by securing millions of media impressions
- Find a volunteer Ambassador who fits your restaurant's culture to advocate and fundraise for The Damien Center
- Promote your restaurant to thousands of The Damien Center donors and friends
- Put your contribution toward services for those affected by HIV



YOU WILL:

- Contribute a percentage of your total sales from Thursday, April 25, 2019 to The Damien Center
- Include provided marketing materials around your restaurant to help promote the event
- Engage with your staff and guests to spread The Damien Center's message
- Be included in a city-wide marketing campaign geared toward driving patrons to dine out on April 25, 2019 at participating locations



"It's the best check I write all year! It feels great to give back. It also builds loyalty with customers who will patronize throughout the year, based solely on our participation from just a single day. The money always comes back one way or another, and sometimes it even multiplies."

Bill Pritt
Forty Five Degrees

RESTAURANT PERKS & BENEFITS

	Partner (25%)	Premier (50%)	Champion (100%)
Inclusion on our DOFL website & restaurant map			
Recognition in our e-blasts in March, April, and May			
Name on all marketing collateral where possible (print & digital)			
Emails to our donors targeted by zip codes with link to restaurant			
Social media interactions & mentions through the end of April			
Recognition in our annual report			
Volunteer Ambassador to interact with diners on April 25th			
Name used in press releases and communications where possible			
Featured in web ads and e-blasts			
Host DOFL-related events or media opportunities & interviews			
Recognition on our website			
Featured in a rotating banner on our home page during April			

 indicates name placement
 indicates name and logo placement



Has your restaurant group participated in Dining Out For Life for more than five years OR does your restaurant group have a contractual minimum of \$1,500+? If so, you may qualify for additional benefits!

Questions? Contact Jeffrey Roth, Vice President and Chief Development Officer, at (317) 632-0123 x269 or jroth@damien.org.

