

# Dining Out for Life®

04.26.12



**2012  
Partnership Overview**

**Be a part of Dining Out for Life® Northern Nevada**

Thursday, April 26, 2012

More than 50 restaurants and thousands of patrons will participate all to benefit Northern Nevada HOPES

**The question is, will you?**

Sponsor the event OR sign up your restaurant/business today!

NORTHERN  
NEVADA  
HOPES

Dining  
Out  
FOR LIFE  
Dine Out, Fight AIDS



Join HOPES and an estimated 75 local restaurants, bars and shops for the second annual **Dining Out for Life® (DOFL)** Northern Nevada on **Thursday, April 26, 2012**. The goal is to raise as much money for the regional leader in HIV/AIDS service and prevention programs, **Northern Nevada HOPES**.



*Expand media exposure*



*Support a great cause*

In April 2011, HOPES hosted the first annual Dining Out for Life® Northern Nevada-

- 55+ businesses, restaurants and shops raised nearly \$15,000 for HOPES.
- DOFL was covered by KOLO 8, mentioned across numerous local radio stations and trended heavily on Facebook and Twitter.

It all starts with the kickoff event- **"Taste of Reno"** presented by the Reno Bighorns at 7pm on Friday, March 16. In addition to enjoying the Reno-Dakota Wizards game, fans will enjoy food samplers from select DOFL participating restaurants/shops.



*Bighorns "Taste of Reno"*



*Attract new customers*

With an estimated **1,711,990** impressions **Dining Out for Life®** is an amazing opportunity for businesses. Enclosed you'll find detailed information regarding Dining Out for Life® 2012.

**PRINT DEADLINE FRIDAY, FEBRUARY 24, 2012.**

Thanks for your support,

*Adam Holland*

Adam Holland  
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*Show your dedication to the community*



**Dining Out for Life® International spokespeople Ted Allen (Food Network, Top Chef) and Pam Grier (Jackie Brown, The “L” Word)**

“There’s one day a year where dining out really makes a difference !”  
-Ted Allen

“It’s the most satisfying meal you’ll have all year!”  
-Pam Grier

## Why Dining Out for **Life®** is good for business-

**H**IV/AIDS is an important cause. More than 1.5 million Americans live with HIV. This includes over 8,000 individuals in Nevada. Experts say 1 out of 5 living with HIV don't know they're infected. Due to federal cuts, it's crucial for HIV organizations to increase fundraising efforts in order to continue crucial services (medical, social services, prevention, etc).

**O**ur team makes it easy. We market your business for months leading up to DOFL. For DOFL restaurants /businesses, our trained ambassadors' sole responsibility is to act as your PR/ marketing rep, and they'll utilize their personal contacts to fill your reservation books for DOFL 2012.

**P**erfect way to grow your business. As a DOFL sponsor or restaurant/business, you'll be included in advertising materials ranging from posters to direct mail pieces. We have a strong online database as well as a loyal following on Facebook and Twitter.

**E**stablished international success. Dining Out for Life takes place in over 50 major cities. Patrons are willing to spend more knowing part of their meal will benefit programs that help those living with HIV/AIDS.

**S**mall price for a great value. We've created different levels for sponsors and participating restaurants/shops to fit any budget. Participating restaurants/shops can donate a minimum of 15% of their sales. Sponsorships start at \$500.

Don't miss out on being a part of  
**Dining Out for Life®** Northern Nevada

Contact **HOPES** today!

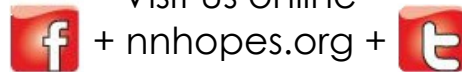
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Visit us online



***1,711,990 Projected  
Impressions for 2012!***



Dining Out for **Life®**

-  Great opportunity for businesses
-  Great way to attract new and loyal customers
-  Great **cause!**