

Dining Out for Life®
2012 Restaurant Agreement Overview



As part of this agreement, Northern Nevada HOPES will:

- Produce high quality promotional materials and deliver them 4 weeks prior to Dining Out for Life® (DOFL) 2012 (Thursday, April 26, 2012).
- Produce a publicity campaign to promote DOFL and the involvement of an estimated 75+ restaurants via radio, web and print media.
- Mail a list of participating restaurants to 5,000 supporters and donors/prospects of HOPES.
- Create a Northern Nevada online page through the international DOFL website, which will include information about sponsors and restaurants.
- Provide updates to restaurants, supporters and sponsors through phone and email communication.

Participating Restaurants will:

- Allow HOPES, without cost/charge to the organization, to use the restaurant's name and possibly logo in promoting DOFL.
- Display DOFL promotional materials for 4 weeks prior to DOFL 2012.
- Encourage staff and managers to promote the event (fact sheet to be provided to restaurants before DOFL 2012).
- Allow volunteers to be an ambassador in your restaurant the day of DOFL 2012. Each ambassador has gone through a training regarding their roles.
 - Their roles include-
 - Thanking patrons
 - Sharing information about HOPES, answering any questions
 - Informing patrons they can make a tax-deductible donation (envelopes will be provided by HOPES)
- Please send a check for the total donation, made payable to *Northern Nevada HOPES*, by **May 15, 2012**.

***Additional Promotional Opportunities-**

Participate in the "Taste of Reno" Bighorns Game: Our kickoff DOFL event is the Dakota @ Reno Bighorns game on Friday, March 16, 2012 (7pm). It's being called the "Taste of Reno" event, and certain DOFL restaurants/shop can have a table and provide samples before/during the game.

Host an Ambassador Training: Host a one hour volunteer training at your business and provides snacks/non-alcoholic beverages for 10-15 guests. If you opt in we will contact you regarding the date/time (likely late March/early April).

Donate a Gift Certificate/Item: We are collecting gift certificates and other items for raffle prizes. We will also use certain items for online campaigns to promote DOFL and our partners.

**HOPES will provide separate receipts for the listed in-kind donations for Dining Out for Life 2012*

Dining Out for Life® 2012 Restaurant Agreement

Yes, _____ will participate in the 2nd Annual Dining Out for Life® Northern Nevada event (Thursday, April 26, 2012)! I have read through the overview information and will come on as a contributor (choose from the options below)-

Golden Spoon Restaurant- Contribute 25% of gross *sales for the operating day of Thursday, April 26 as indicated below.

Silver Spoon Restaurant- Contribute 20% of gross *sales for the operating day of Thursday, April 26 as indicated below.

Participating Restaurant- Contribute 15% of gross *sales for the operating day of Thursday, April 26 as indicated below.

Gross Sales For- Food and Alcohol Sales Food Sales Only

Additional Promotional Opportunities-

Participate in the "Taste of Reno" Bighorns Game

Host an Ambassador Training

Donate a Gift Certificate/Item

Note: In addition to being listed as a DOFL restaurant, Golden, Silver Spoon and Alcohol Sales Restaurant's will receive the following:

- Restaurant spotlight features online (Facebook/Twitter, web blasts, NNHOPES.org, DOFL website)
- Gold and Silver restaurants receive Logo recognition on Restaurant Highlight DOFL Posters. **Keep in mind that restaurants will NOT receive this poster.** The Restaurant Highlight poster is displayed at local businesses, while restaurants will receive a poster that only highlights the event.

Comments:

Restaurant Contact for Dining Out for Life®

Name: _____ Title: _____

Phone: _____ Fax: _____ Email: _____

Restaurant Name: _____

Business Name (as it appears on checking account): _____

Address: _____ City/State/Zip: _____

Website: _____ Reservation Phone: _____

Cuisine/Type of Business: _____ Meals Served: Breakfast () Lunch () Dinner ()

Please sign and date below. Return to HOPES by February 24, 2011 to be included in all print materials.

Authorizes Representative's Signature

Date

Dining Out for Life®, Northern Nevada HOPES | 467 Ralston St. | Reno, NV 89503

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