

DOFL FAST FAQ



~Dining Out For Life is a national event held in more than 50 cities where restaurants and diners across the U.S. and Canada join forces to fight HIV/AIDS.

~The basic idea behind the event is that restaurants agree to give at least 25% of their night's sales to ACCESS AIDS Care.

~In 2011, DOFL raised over \$4 million nationwide towards HIV/AIDS services.

~All donations to DOFL Hampton Roads stay local, to help those living with HIV/AIDS right here in Hampton Roads.

ACCESS AIDS CARE

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E-mail:
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DINING OUT FOR LIFE 2012

DINE OUT. FIGHT AIDS. THURSDAY, APRIL 26TH

SPONSORSHIP OPPORTUNITIES AVAILABLE!

Locally more than 175 restaurants have participated with ACCESS AIDS Care in this annual event, in its 9th year in Hampton Roads. **This year's event is on Thursday, April 26th 2012, and we want you to be a part of it!**

Last year's event was a huge success and we raised close to \$80,000. The funds raised from the event went towards providing services to more than 500 individuals living with HIV/AIDS right in our community. This year we hope to raise even more but need your help to do it. In exchange for our local restaurants' donations to ACCESS AIDS Care, we promote their restaurant and put volunteers in each restaurant to help fill it up for Dining Out For Life. All proceeds from the event will remain in Hampton Roads to fight HIV/AIDS.



We also look for business participation for the event in the form of sponsorship. In order to be a part of Dining Out For Life, your business can commit to a sponsorship level as described below. With your sponsorship, you will help ACCESS AIDS Care continue providing services for those living with HIV/AIDS in Hampton Roads and bring in additional business to your company! Not only are you doing a great thing for our community but you are reaching more than 10,000 Hampton Roads residents through our advertising for the event.

SPONSORSHIP LEVELS

DOFL 2012 SPONSOR LEVELS

PLATINUM PLATE	\$10,000
GOLD FORK	\$7,500
SILVER SPOON	\$5,000
BRONZE KNIFE	\$2,500

PERKS:

Benefits of sponsorship:

- * Company logo on website...**year-round!**
- * Company logo on marketing material (see details on reverse).
- * Inclusion in radio marketing (see details on reverse).
- * Tax-exempt donation.

ABOUT ACCESS AIDS CARE

ACCESS AIDS Care is a non-profit 501c(3) organization that serves children and adults living with HIV/AIDS in Hampton Roads. We provide medical case management, meals, housing, transportation, children's services and education, testing and outreach to the community.

Thanks to the support of our community and a grant by the Elton John Foundation, Hampton Roads' LGBT Center recently opened under our roof, serving the members of the LGBT community by providing a safe space, services, resources, education, and support to the LGBT community in Hampton Roads.



DINING OUT FOR LIFE 2012

Dine out. Fight AIDS.



Find us on Facebook!
www.facebook.com/
AccessAIDScore

Platinum Plate Presenting Sponsor - \$10,000

In appreciation for your \$10,000 gift, you will receive:

Prominent placement as a Presenting Sponsor on all DOFL promotional collateral including:
Logo on the Nauticus Jumbotron displayed in downtown Norfolk for two weeks in April
Logo on Print Ads included in local magazine for March and April, AltDaily.com web banners in March and April (5,000 readers), Veer Magazine in April (120,000 readers) and The Downtowner Newspaper in April (12,000 readers).

Logo on Promotional Postcards mailed to 12,000 Hampton Roads diners

Logo and link on eight email blasts to a database of more than 5,000 Hampton Roads' residents and businesses. Email blasts sent from February – May.

Logo on Table Tents displayed at all participating restaurants the two weeks leading up to event.

Logo on two event pages (www.accessaids.org and www.diningoutforlife.com) with links to your company's website.

Inclusion of sponsor logo on 600 event posters to be displayed in all restaurants and other local Hampton Roads venues for two weeks leading up to event.

Mention of sponsorship in radio advertisements for three weeks leading up to event.

Golden Fork Sponsor – \$7,500

In appreciation for your \$7,500 gift, you will receive:

Prominent placement as Gold Level Sponsor on DOFL promotional collateral including:

Logo on Promotional Postcards mailed to 10,000 Hampton Roads diners

Logo and link on four email blasts to a database of more than 5,000 Hampton Roads' residents and businesses. Email blasts sent from February – May.

Logo on Table Tents displayed at all participating restaurants the two weeks

(cont)

leading up to event.

Logo on Promotional Postcards to be distributed to thousands of potential diners for event.

Logo on two DOFL event pages (www.accessaids.org and www.diningoutforlife.com) with links to your company's website.

Inclusion of sponsor logo on 600 event posters to be displayed in all restaurants and other local Hampton Roads venues for two weeks leading up to event.

Silver Spoon Sponsor – \$5,000

In appreciation for your \$5,000 gift, you will receive:

Placement as Silver Level Sponsor on DOFL promotional collateral including:

Logo on Promotional Postcards mailed to 10,000 Hampton Roads diners

Logo and link on two email blasts to a database of more than 5,000 Hampton Roads' residents and businesses. Email blasts sent from February – May.

Logo on Table Tents to be displayed at all participating restaurants two weeks leading up to event.

Logo on two event pages (www.accessaids.org and www.diningoutforlife.com) with links to your company's website.

Bronze Knife Sponsor – \$2,500

In appreciation for your \$2,500 gift, you will receive:

Prominent placement as Bronze Sponsor on promotional materials including:

Logo on Promotional Postcards to be distributed to thousands of potential diners for event.

Logo on two event pages (www.accessaids.org and www.diningoutforlife.com) with links to your company's website.

WHO TO CONTACT:

If you'd like to sponsor Dining Out For Life 2012, please contact Melissa Richard, Special Events Coordinator, at 757.640.0929 or via email at mrichard@accessaids.org. Attached is a Sponsorship Form.

Please complete and fax to 757.622.8932.

Your contributions make our mission possible. ACCESS AIDS Care is a 501(c)3 nonprofit organization, and your donation is tax deductible.

DINING LIFE 2012
OUT FOR
DINE OUT. FIGHT AIDS. THURSDAY, APRIL 26TH



DINING OUT FOR LIFE 2012

2012 SPONSORSHIP AGREEMENT

Sponsorship Levels:

- Platinum Plate** - \$10,000 Commitment
- Golden Fork** - \$7,500 Commitment
- Silver Spoon**- \$5,000 Commitment
- Bronze Knife** - \$2,500 Commitment

Company Name: _____

Company Contact: _____

Address: _____

Phone: _____

Email: _____

Website: _____

Company Name (as you would like it to appear on print materials):

Please be sure to email a jpg or png file of your company's logo to mrichard@accessaids.org to ensure it appears on all the guaranteed print material.

Your donation is tax deductible and may qualify for State NAP Tax Credits. If you are interested in learning more and seeing if your donation qualifies for NAP Tax Credits, please contact Katie Donahue at (757) 640-0929.

Submit completed form via fax at 757.622.8932. Contact Melissa Richard, Special Events Coordinator, at mrichard@accessaids.org, or at 757.640.0929, for any questions. Deadline for sponsor submissions is Feb. 22, 2012.

THANK YOU!