



RESTAURANT BENEFITS PACKAGE

Dining Out For Life benefits two amazing local organizations, San Francisco AIDS Foundation and Project Open Hand.

San Francisco AIDS Foundation envisions a future where health justice is achieved for all people living with or at risk for HIV.

Project Open Hand improves the health outcomes and quality of life of people living with critical illnesses like HIV/AIDS by providing nutritious meals with love across the Bay Area.

Together, these two organizations serve over 36,000 clients across the Bay Area.

CONTACT INFORMATION:

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SUPPORTING
THE SERVICES OF



Project Open Hand
meals with love

APRIL 16

DOFLBAYAREA.ORG

WHY PARTICIPATE?

BOOST YOUR VISIBILITY. Be part of a Bay Area-wide marketing campaign reaching over 25 million people through public transit ads, print and digital media, and social media.

DRIVE NEW CUSTOMERS. Attract new diners from across the Bay Area who are eager to make a difference.

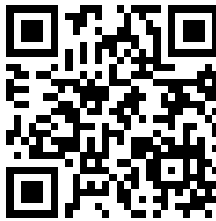
BE PART OF THE SOLUTION. Equitable access to quality healthcare is more important now than ever before. The funds raised at Dining Out For Life help San Francisco AIDS Foundation and Project Open Hand continue to provide life-changing and life-saving services to over 36,000 community members each year.



HOW TO JOIN

1

Register your business to participate in this one-day fundraiser at doflbayarea.org/join



2

You'll be included in our robust marketing campaign and provided all promotional materials.

3

You'll be assigned an Ambassador (if you want one) who will promote your business and be onsite April 16 to answer questions about San Francisco AIDS Foundation or Project Open Hand during the event.

4

Donate a minimum of 25% of your proceeds from April 16 to San Francisco AIDS Foundation and Project Open Hand.

5

Celebrate the progress we've made in making quality healthcare accessible for everyone!

RESTAURANT BENEFITS

Advertising

- Printed event ads in public transit stations and bus exteriors.
- Printed and digital ads in local publications and Bay Area online placements.
- Restaurant listing on doflbayarea.org reaching over 20,000 page views.

Print Materials

Around 80,000 printed items will be produced and distributed throughout the Bay Area to promote the event, including posters, bill inserts, and palm cards.

Email

Restaurant listed in dozens of emails sent to over 100,000 recipients.

Website

Restaurant listed on Dining Out For Life Bay Area website for a total of 20,000 page views.

Direct Mail

Dining Out for Life Dining Guide mailed out to 16,000 local households.

Social Media

Co-branded messages on San Francisco AIDS Foundation and Project Open Hand's social media accounts to over 100,000 followers. Individual boosted posts and social media ads for each restaurant partner.

Partners who donate **50%, 75% or 100%** of proceeds will receive additional benefits. Please contact us for those details.

Please submit your commitment by **March 1** for full participating restaurant benefits. Commitments received after **March 1** will only receive benefits available at that time, contingent on advertising and print deadlines.