

DINING OUT FOR LIFE
TUESDAY
APRIL 24

RESTAURANT BENEFITS PACKAGE

PRODUCED BY & BENEFITING
SAN FRANCISCO AIDS FOUNDATION

Join us as a participating restaurant and help fund life-saving HIV services in San Francisco.
 SIGN UP YOUR RESTAURANT TODAY AT DOFLSF.ORG

There has never been a more important time to show our support to the local community in need of accessible healthcare.

On Tuesday April 24, over 10,000 diners will gather at participating restaurants as part of the 18th Dining Out For Life® event in San Francisco. Together, we will raise vital funds to support the free and local prevention and support services that San Francisco AIDS Foundation provides to over 25,000 individuals free of charge each year.

We invite you to partner with us as a champion of the community as we show our solidarity and commitment to those affected by HIV/AIDS.

SAN FRANCISCO HIV PROGRESS REPORT

More than 16,000 people are living with HIV.

Gay & bi men represent 79% of new HIV cases annually.

223 people were infected with HIV last year.

63% of people living with HIV are over age 50.

¼ of people with HIV are not virally suppressed.

African Americans and Latinos continue to be

disproportionately affected by HIV.

Source:
 HIV Epidemiology Annual Report 2016,
 San Francisco Dept. of Public Health,
 Pop. Health Division



DINING OUT FOR LIFE MARKETING

The event is promoted through an extensive marketing campaign

PRINT MARKETING

Dining Guide sent to 10,000 homes by mail and 40,000 by email. Posters, palm cards, and bill inserts are provided to participating restaurants.

DINING OUT FOR LIFE POSTER

IMPRESSIONS: **500**

DINING OUT FOR LIFE PALM CARD

IMPRESSIONS: **5,000**

SWEEPSTAKES FLYER

IMPRESSIONS: **4,000**

DINING OUT FOR LIFE DINING GUIDE

IMPRESSIONS: **10,000**

DINING OUT FOR LIFE BILL INSERTS

IMPRESSIONS: **25,000**

IMPRESSIONS TOTAL:
44,500

PAID MEDIA

In 2017 we purchased the following digital, print, and outdoor ads. 2018 media buys are currently in progress.

BART IN-STATION AD CAMPAIGN

IMPRESSIONS:
1,241,000

FACEBOOK/INSTAGRAM AD CAMPAIGN

IMPRESSIONS:
96,000

TWITTER AD CAMPAIGN

IMPRESSIONS:
121,000

QDIGITAL MEDIA AD CAMPAIGN

IMPRESSIONS:
208,000

IMPRESSIONS TOTAL:
1,889,000

SFFIST ADS

IMPRESSIONS:
63,000

BAY AREA REPORTER ADS

IMPRESSIONS:
110,000

GLOSS ADS

IMPRESSIONS:
50,000

SOCIAL MEDIA Targeted social media campaigns to promote the event, and participating restaurants to diners

f IMPRESSIONS:
49,500

t IMPRESSIONS:
7,700

i IMPRESSIONS:
2,500

IMPRESSIONS TOTAL:
59,700

WEBSITE

Dedicated event website with restaurant listings, booking information and event information

(HISTORIC) UNIQUE
 PAGE VIEWS

IMPRESSIONS TOTAL:
20,000

MARKETING CAMPAIGN TOTAL IMPRESSIONS: **2,053,200**

*Impressions are estimated based on data

RESTAURANT BENEFIT PACKAGE

| | | |
|---------------------------------|------------|-----------------|
| PARTICIPATING RESTAURANT | 25% Sales | (100 available) |
| SILVER PARTNER | 50% Sales | (10 available) |
| GOLD PARTNER | 75% Sales | (5 available) |
| PLATINUM PARTNER | 100% Sales | (3 available) |

Dining Out For Life restaurants and partners receive the following marketing benefits:

| | PARTICIPATING 25% | SILVER 50% | GOLD 75% | PLATINUM 100% |
|---|----------------------|------------------|-------------------|---------------------------|
| Email: Restaurant logo featured in co-branded email (estimated impressions: 40,000) | | Third Tier | Second Tier | Premier, Individual Email |
| Web: Restaurant listing on dofslf.org and diningoutforlife.com (estimated impressions: local dofslf.org 20,000 and global diningout.com 4,700) | Listing | Third Tier, Logo | Second Tier, Logo | Premier, Logo |
| Direct Mail: Dining Out For Life Dining Guide (estimated impressions: 10,000) | Listing | Third Tier, Logo | Second Tier, Logo | Premier, Logo |
| Social Media: Posts featuring restaurant (estimated impressions: 50,000) | 1 | 3 | 3 | 4 |
| Print Materials: Includes web address for Dining Out For Life web page with link to restaurant listing (estimated impressions: 44,500) | ✓ | ✓ | ✓ | ✓ |
| On Site: DOFL ambassador support (day of event) | ✓ | ✓ | ✓ | ✓ |
| Sweepstakes: Name recognition (estimated impression; Flyer: 4,000; Email: 40,000; Web: 20,000) | ✓ | ✓ | ✓ | ✓ |

Please submit your commitment by **March 1** for full participating restaurant benefits. Commitments received after March 1 will receive all benefits available at that time.

PARTICIPATING RESTAURANTS WILL RECEIVE THE FOLLOWING BENEFITS:

25
PERCENT OF SALES

Social Media: (estimated impressions: 50,000)

- 1 Facebook post on Dining Out For Life event page with a photo listing restaurant's name, neighborhood, web address, and hours of operation on Dining Out For Life day

Print Materials: (estimated impressions: 44,500)

- Posters, palm cards, and bill inserts listing web address for Dining Out For Life San Francisco web page

Web: (estimated impressions: local dofslf.org 20,000; global diningoutforlife.com 4,700)

- Restaurant's name, donation level, reservation link (if available), neighborhood, cuisine type, price point, hours of operation on Dining Out For Life day, physical address, telephone number, and web address on Dining Out For Life San Francisco Participating Restaurants web page (dofslf.org)
- Restaurant's name, donation level, cuisine type, price point, meals served on Dining Out For Life day, physical address, phone number, and web address on Dining Out For Life International web page (diningoutforlife.com)

Direct Mail: Dining Out For Life Dining Guide (estimated impressions: 10,000)

- Inclusion in our Dining Out For Life Dining Guide listing restaurant's name, neighborhood, physical address and web address mailed to about 10,000 households

On Site Support: DOFL Ambassador Support (Day of Event)

- Ambassador will invite friends and family to dine and will promote overall attendance at your restaurant for Dining Out For Life day
- Ambassador will meet with the restaurant staff before the event to plan for a successful night
- Ambassador will greet diners, share information about San Francisco AIDS Foundation, encourage donations, remind diners that a percentage of their bill will be donated to San Francisco AIDS Foundation

Sweepstakes: (estimated impressions: Flyer: 4,000; Email: 40,000; Web: 20,000)

- Opportunity to donate a prize for the Dining Out For Life Sweepstakes with name recognition on sweepstakes envelope and on Dining Out For Life Sweepstakes web page

SILVER PARTNERS WILL RECEIVE

PARTICIPATING RESTAURANT BENEFITS PLUS THE FOLLOWING ADDITIONAL BENEFITS:

50
PERCENT OF SALES

Social Media: (estimated impressions: 50,000)

- 1 additional Facebook post on Dining Out For Life event page
- 1 co-branded social media post featuring Silver Partner on San Francisco AIDS Foundation Facebook page

Email: (estimated impressions: 40,000)

- 1 co-branded email featuring restaurant's name, logo, neighborhood, web address, and reservation link

Web: (estimated impressions: local dofslf.org 20,000 / global diningoutforlife.com 4,700)

- Third Tier listing, logo recognition, and donation level recognition on Dining Out For Life San Francisco Participating Restaurants web page (dofslf.org)
- Restaurant name used in a press release promoting the event

Direct Mail: Dining Guide (estimated impressions: 10,000)

- Third Tier listing, logo recognition, and donation level recognition in our Dining Out For Life Dining Guide listing restaurant's name, neighborhood, physical address and web address

On Site Support: DOFL Ambassador Support (Day of Event)

- Opportunity to have additional ambassadors as requested

GOLD PARTNERS WILL RECEIVE

SILVER PARTNER BENEFITS PLUS THE FOLLOWING ADDITIONAL BENEFITS:

75
PERCENT OF SALES

Social Media: (estimated impressions: 50,000)

- Dining Out For Life email (estimated impressions: 40,000)
- 20 word restaurant description in co-branded email featuring restaurant

Web: (estimated impressions: local dofslf.org 20,000; global diningoutforlife.com 4,700)

- Second Tier listing, logo recognition, and donation level recognition on Dining Out For Life San Francisco Participating Restaurants web page (dofslf.org)
- Restaurant name used in a press release promoting the event

Direct Mail: Dining Out For Life Dining Guide (estimated impressions: 10,000)

- Second Tier listing, logo recognition, and donation level recognition in the Dining Out For Life Dining Guide listing restaurant's name, neighborhood, physical address, web address, and a 20-word restaurant description

On Site Support: DOFL Ambassador Support (Day of Event)

- Opportunity to have additional ambassadors as requested

PLATINUM PARTNERS WILL RECEIVE

GOLD PARTNER BENEFITS PLUS THE FOLLOWING ADDITIONAL BENEFITS:

100
PERCENT OF SALES

Tailored benefits:

We will work with you to create a benefits package tailored to your needs

Social Media: (estimated impressions: 50,000)

- 1 additional Facebook post on Dining Out For Life event with a photo
- 1 individual Social Media post featuring Platinum Partner on San Francisco AIDS Foundation Facebook page
- Feature in and opportunity to provide a quote and photo for digital advertisement promoting the event and your restaurant [estimated impressions: 6,400]

Web: (estimated impressions: local dofslf.org 20,000; global diningoutforlife.com 4,700)

- Premier Listing (first), logo recognition, donation level recognition, and 20-word restaurant description on Dining Out For Life San Francisco Participating Restaurants web page (dofslf.org)
- Restaurant name used in a press release promoting the event

Direct Mail: Dining Out For Life Dining Guide (estimated impressions: 10,000)

- Premier Listing, logo recognition, and donation level recognition in the Dining Out For Life Dining Guide listing restaurant's name, neighborhood, physical address, web address, and a 20-word restaurant description

On Site Support: DOFL Ambassador Support (Day of Event)

- Opportunity to have additional Ambassadors as requested

CONTACT INFORMATION:

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