



**DINING OUT  
FOR LIFE**

# RESTAURANT BENEFITS PACKAGE

**APRIL 24**

**DOFLSF.ORG**

Join us as a participating restaurant and help fund life-saving HIV services in San Francisco.

**CONTACT INFORMATION:** Asha Martin, Events Manager | 415.487.3025 | [amartin@sfaf.org](mailto:amartin@sfaf.org)

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

Ultimately, we strive for a day when: race is not a barrier to health and wellness; substance use is not stigmatized; HIV status does not determine quality of life; and HIV transmission is eliminated.

[sfaf.org](http://sfaf.org) | [doflsf.org](http://doflsf.org)

San Francisco AIDS Foundation is a 501 (c)(3) non-profit organization, IRS tax ID # 94-2927405. Your Participation is tax-deductible to the extent allowed by law. Please consult your tax advisor.

## WHY PARTICIPATE?

**It's good for business.** You'll be part of a Bay Area-wide marketing campaign with over 25 million impressions that includes MUNI ads, direct mail, print and digital advertising, web and social media, plus print marketing materials for your diners.

**It's good for the community.** The vital funds we raise help San Francisco AIDS Foundation continue to provide life-changing and life-saving services to over 21,000 community members each year. Equitable access to quality healthcare is more important than ever.



## HOW TO JOIN

1

Register your business to participate in this one-day fundraiser at [doflsf.org/join](https://doflsf.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 24 to answer questions about SFAF and the event

4

Donate at a minimum of 25% of your proceeds from April 24 to San Francisco AIDS Foundation

5

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

## RESTAURANT BENEFITS

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

### Advertising

Printed event ads in MUNI stations and bus exteriors. Print and digital ads in local publications.

### Print Materials

Around 40,000 printed items will be produced and distributed throughout the Bay Area to promote the event, including posters, bill inserts, and palm cards.

### Customer Recruitment

Volunteer Ambassadors will promote your business in the weeks leading up to the event and encourage their networks to dine at your business on April 24.

### Email

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

### Website

Restaurant listed on [doflsf.org](https://doflsf.org) and [diningoutforlife.com](https://diningoutforlife.com) for a total of 10,000 page views.

### Direct Mail

Dining Out for Life Dining Guide mailed out to 8,000 local households.

### Social Media

Co-branded messages on San Francisco AIDS Foundation social media accounts to over 50,000 followers. Individual boosted posts and social media ads for each restaurant partner.

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.