



DINING OUT FOR LIFE

GREATER PALM SPRINGS



EAT.
DRINK.
GIVE.
END HIV.

THURSDAY APRIL 28

DINE OUT.
GIVE BACK.

BENEFITING



DININGOUTFORLIFE.COM/PALMSPRINGS



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Bank of America



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WHAT

Launched in 1991, **Dining Out for Life®** is a trademarked North American fundraiser held annually in more than 50 cities across the United States and Canada; **Dining Out for Life** raised more than \$4 million for AIDS Service Organizations in past years. 2022 marks DAP Health's 17th year participating in the event.

Greater Palm Springs **Dining Out for Life 2022** will include 80+ distinguished restaurants, bars, bakeries, and coffee shops throughout the Coachella Valley. Each restaurant donates between 33% and 110% or more of all food and beverage gross sales for this one day to support services for DAP Health's patients, activating the community to **Dine Out and End HIV**. All funds raised stay locally and directly supports patient services at **DAP Health**.

WHEN

Thursday, April 28, 2022 throughout the early morning to late night, for all your food and beverage needs.

WHERE

Participating restaurants in the Coachella Valley.

WHY

Pride in Community: The last time restaurants and community members came together in support of Dining Out for Life was in 2019. The top three fundraising restaurants in North America were all based in Palm Springs. 83 local restaurants raised \$307,000 during **Dining Out for Life 2019**. Greater Palm Springs is the smallest participating market, but ranked second in overall fundraising among the 50 participating cities across the United States – raising more funds than cities such as Los Angeles, Chicago, Washington DC, and Phoenix. This is a powerful story about generous restaurants and our local community support. The event generates community awareness of HIV/AIDS and supports DAP Health's mission to enhance health and well-being of those living with HIV/AIDS.

Thousands of diners across the Coachella Valley participate by dining out. With the support of more than 120 volunteer "Ambassadors" in participating restaurants, we are able to personally touch every person dining out to help end HIV.

WHO

Thousands of diners across the Coachella Valley will participate by dining out. With the support of more than 120 volunteer "Ambassadors" in participating establishments, we are able to personally touch every person dining out to help end HIV.

An estimated 12,000 diners from the Coachella Valley will participate in **Dining Out for Life 2022**. Promotional efforts including newspaper, magazine, radio, outdoor media, social media, and printed materials will generate more than 1 million media impressions to "higher than average" income individuals across Coachella Valley.

HOW

Restaurants will contribute 33% or more of their food, beverage, and liquor sales on April 28 to support **DAP Health**.

DAP Health

The mission of DAP Health is to enhance and promote the health and well-being of our community.



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EXPOSURE

Dining Out for Life offers significant advertising benefits to its sponsors. Collectively the campaign receives over one million impressions.

PUBLICATIONS

Advertisements for **Dining Out for Life** are placed strategically in publications across the Coachella Valley including The Desert Sun, The Standard, The Coachella Valley Independent, Rage Magazine, Standard Magazine, and Locale Magazine.

INTERNET

Sponsor acknowledgment is provided on the national **Dining Out for Life** website diningoutforlife.com/palmsprings. Links, logos, and company profiles are also available.

OTHER MATERIALS

The extensive campaign includes various print and online media outlets. Posters and flyers are distributed to businesses across the Coachella Valley. The social media campaign surrounding **Dining Out for Life** is one of the largest each year. Digital ads are placed on DesertSun.com and Gay Desert Guide among many others. Email blasts are written to target each demographic segment of the market.

PROJECTED IMPRESSIONS

MARKETING CAMPAIGN	PROJECTED IMPRESSIONS
Dining Out for Life Website.....	100,000
Social Media – Facebook, Twitter, Instagram.....	145,000
DAP Health Website	35,000
Desert Sun Newspaper and digital ads	250,000
Rage Magazine print/digital ads.....	65,000
The Standard Magazine	40,000
Gay Desert Guide.....	80,000
CV Independent.....	30,000
GED Magazine.....	20,000
Outdoor Marquees	250,000
NBC Palm Springs PSA.....	100,000
 EVENT MATERIALS	
Cocktail napkins given out to all participating restaurants.....	50,000
Rack cards to all participating restaurants.....	17,000
Donation envelopes	7,000
Poster and flyer distribution one month prior to event.....	60,000
E-blast to DAP Health e-mail list.....	50,000
 GRAND TOTAL IMPRESSIONS	 Over 1 million



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WANT TO JOIN THIS EVENT?

Complete and return the Restaurant Agreement Form by March 31, 2022. Between March 31 and April 8, DAP Health will deliver to your restaurant:

- A summary of the event for your staff
- **Dining Out for Life** promotional materials featuring your restaurant
- Cocktails napkins, check insert, and save the date cards to promote the event

On April 28, if you decide to have an Ambassador, your Ambassador will be at your restaurant during your requested times to mingle with guests, talk about DAP Health, collect additional donations, and celebrate your restaurant's support.

Participants will sign up for one of the five levels:
Partner, Major, Premier, Champion, or Legacy.

Contact: Avery Bell at **760.992.0441** or abell@daphealth.org

RESTAURANT BENEFIT LEVELS

LEGACY 100%

LEGACY restaurants give 100% of the day's gross sales to DAP Health.

They receive the following benefits:

- Name or logo on DAP Health Marquee for two (2) weeks.
- Social media or radio interview
- Name with hyperlink to your website emailed to PFL Members (high level DAP monthly donors and high propensity to dine out)
- The right of first refusal to participate in additional promotional advertising activities if they become available
- Opportunity to have additional Ambassadors as requested
- Name listed in press releases promoting the event
- Name listed in a minimum of two (2) **Dining Out for Life** social media posts or ads
- Two (2) tickets to attend PFL Opener or Closing and recognized at event
- Name listed on 500 event posters distributed to restaurants and high traffic areas in Palm Springs and flyers distributed across the Coachella Valley
- Year-long listing on the **Dining Out for Life** national website
- Name listed in two (2) full page ads in The Desert Sun

CHAMPION 75%

CHAMPION restaurants give 75% of the day's gross sales to DAP Health.

They receive the following benefits:

- Name listed in four (4) hot-linked email blasts reaching over 50,000 potential restaurant customers
- Name with hyperlink to your website emailed to PFL Members (high level DAP monthly donors and high propensity to dine out)
- Opportunity to have additional Ambassadors as requested
- Name listed in press releases promoting the event
- Name listed on 500 event posters distributed to restaurants and high traffic areas in Palm Springs and flyers distributed across the Coachella Valley
- Year-long listing on the **Dining Out for Life** national website
- Name listed in a minimum of one (1) **Dining Out for Life** social media post
- Name listed in two (2) full page ads in The Desert Sun



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PREMIER 60%

PREMIER restaurants give 60% of the day's gross sales to DAP Health.

They receive the following benefits:

- Name listed in three (3) hot-linked email blasts reaching over 50,000 potential restaurant customers
- Name with hyperlink to your website emailed to PFL Members (high level DAP monthly donors and high propensity to dine out)
- Name listed in press releases promoting the event
- Name listed on 500 event posters distributed to restaurants and high traffic areas in Palm Springs and flyers distributed across the Coachella Valley
- Year-long listing on the **Dining Out for Life** national website
- Name listed in two (2) full page ads in The Desert Sun

MAJOR 50%

MAJOR restaurants give 50% of the day's gross sales to DAP Health.

They receive the following benefits:

- Name listed in two (2) hot-linked email blasts reaching over 50,000 potential restaurant customers
- Name with hyperlink to your website emailed to PFL Members (high level DAP monthly donors and high propensity to dine out)
- Name listed on 500 event posters distributed to restaurants and high traffic areas in Palm Springs and flyers distributed across the Coachella Valley
- Year-long listing on the **Dining Out for Life** national website
- Name listed in two (2) full page ads in The Desert Sun

PARTNER 33%

PARTNER restaurants give 33% of the day's gross sales to DAP Health.

They receive the following benefits:

- Name listed in one (1) hot-linked email blast reaching over 50,000 potential restaurant customers
- Name listed on 500 event posters distributed to restaurants and high traffic areas in Palm Springs and flyers distributed across the Coachella Valley
- Year-long listing on the **Dining Out for Life** national website
- Name listed in two (2) full page ads in The Desert Sun



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RESTAURANT BENEFIT LEVELS

LEGACY
100%

CHAMPION
75%

PREMIER
60%

MAJOR
50%

PARTNER
33%

RESTAURANT BENEFIT LEVELS	LEGACY 100%	CHAMPION 75%	PREMIER 60%	MAJOR 50%	PARTNER 33%
Name listed in two (2) full page ads in The Desert Sun	☒	☒	☒	☒	☒
Year-long listing on the Dining Out for Life national website	☒	☒	☒	☒	☒
Name listed on 500 event posters distributed to restaurants and high traffic areas in Palm Springs and flyers distributed across the Coachella Valley	☒	☒	☒	☒	☒
Name with hyperlink to your website emailed to PFL members (high-level DAP monthly donors and high propensity to dine out)	☒	☒	☒	☒	
Opportunity to have additional ambassadors as requested	☒	☒			
Two (2) tickets to attend PFL opener or closing and recognized at event	☒				
The right of first refusal to participate in additional promotional ads ad activities if they become available	☒				
Social media or radio interview	☒				
Name or logo on DAP Health marquee for two (2) weeks	☒				
Name listed in press releases promoting the event	☒	☒	☒		
Name listed in a minimum of two (2) Dining Out for Life social media posts or ads	☒				
Name listed in a minimum of one (1) Dining Out for Life social media post		☒			
Name listed in four (4) hot-linked email blasts reaching over 50,000 potential restaurant customers		☒			
Name listed in three (3) hot-linked email blasts reaching over 50,000 potential restaurant customers			☒		
Name listed in two (2) hot-linked email blasts reaching over 50,000 potential restaurant customers				☒	
Name listed in one (1) hot-linked email blast reaching over 50,000 potential restaurant customers					☒



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SPONSORSHIP LEVELS

PRESENTING
\$20,000
SOLD

PRESENTING sponsors receive the following benefits:

- Name or logo on DAP Health Marquee for two (2) weeks.
- Social media or radio interview
- Name with hyperlink to your website emailed to PFL Members (high level DAP monthly donors and high propensity to dine out)
- The right of first refusal to participate in additional promotional advertising activities if they become available
- Opportunity to have additional Ambassadors as requested
- Name listed in press releases promoting the event
- Name listed in a minimum of two (2) **Dining Out for Life** social media posts or ads
- Two (2) tickets to attend PFL Opener or Closing and recognized at event
- Name listed on 500 event posters distributed to restaurants and high traffic areas in Palm Springs and flyers distributed across the Coachella Valley
- Year-long listing on the **Dining Out for Life** national website
- Name listed in two (2) full page ads in The Desert Sun

CHAMPION
\$10,000

CHAMPION sponsors receive the following benefits:

- Name listed in four (4) hot-linked email blasts reaching over 50,000 potential restaurant customers
- Name with hyperlink to your website emailed to PFL Members (high level DAP monthly donors and high propensity to dine out)
- Opportunity to have additional Ambassadors as requested
- Name listed in press releases promoting the event
- Name listed on 500 event posters distributed to restaurants and high traffic areas in Palm Springs and flyers distributed across the Coachella Valley
- Year-long listing on the **Dining Out for Life** national website
- Name listed in a minimum of one (1) **Dining Out for Life** social media post
- Name listed in two (2) full page ads in The Desert Sun

PREMIER
\$5,000

PREMIER sponsors receive the following benefits:

- Name listed in three (3) hot-linked email blasts reaching over 50,000 potential restaurant customers
- Name with hyperlink to your website emailed to PFL Members (high level DAP monthly donors and high propensity to dine out)
- Name listed in press releases promoting the event
- Name listed on 500 event posters distributed to restaurants and high traffic areas in Palm Springs and flyers distributed across the Coachella Valley
- Year-long listing on the **Dining Out for Life** national website
- Name listed in two (2) full page ads in The Desert Sun



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MAJOR \$2,500

MAJOR sponsors receive the following benefits:

- Name listed in two (2) hot-linked email blasts reaching over 50,000 potential restaurant customers
- Name with hyperlink to your website emailed to PFL Members (high level DAP monthly donors and high propensity to dine out)
- Name listed on 500 event posters distributed to restaurants and high traffic areas in Palm Springs and flyers distributed across the Coachella Valley
- Year-long listing on the **Dining Out for Life** national website
- Name listed in two (2) full page ads in The Desert Sun

PARTNER \$1,000

PARTNER sponsors receive the following benefits:

- Name listed in one (1) hot-linked email blast reaching over 50,000 potential restaurant customers
 - Name listed on 500 event posters distributed to restaurants and high traffic areas in Palm Springs and flyers distributed across the Coachella Valley
 - Year-long listing on the **Dining Out for Life** national website
 - Name listed in two (2) full page ads in The Desert Sun
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SPONSORSHIP LEVELS

	PRESENTING \$20,000 SOLD	CHAMPION \$10,000	PREMIER \$5,000	MAJOR \$2,500	PARTNER \$1,000
Name listed in two (2) full page ads in The Desert Sun	☒	☒	☒	☒	☒
Year-long listing on the Dining Out for Life national website	☒	☒	☒	☒	☒
Name listed on 500 event posters distributed to restaurants and high traffic areas in Palm Springs and flyers distributed across the Coachella Valley	☒	☒	☒	☒	☒
Name with hyperlink to your website emailed to PFL members (high-level DAP monthly donors and high propensity to dine out)	☒	☒	☒	☒	
Opportunity to have additional ambassadors as requested	☒	☒			
Two (2) tickets to attend PFL opener or closing and recognized at event	☒				
The right of first refusal to participate in additional promotional ads ad activities if they become available	☒				
Social media or radio interview	☒				
Name or logo on DAP Health marquee for two (2) weeks	☒				
Name listed in press releases promoting the event	☒	☒	☒		
Name listed in a minimum of two (2) Dining Out for Life social media posts or ads	☒				
Name listed in a minimum of one (1) Dining Out for Life social media post		☒			
Name listed in four (4) hot-linked email blasts reaching over 50,000 potential restaurant customers		☒			
Name listed in three (3) hot-linked email blasts reaching over 50,000 potential restaurant customers			☒		
Name listed in two (2) hot-linked email blasts reaching over 50,000 potential restaurant customers				☒	
Name listed in one (1) hot-linked email blast reaching over 50,000 potential restaurant customers					☒