



Join 60+ local restaurants, 20,000+ diners in supporting local restaurants and the fight against the HIV epidemic in Middle Tennessee on April 20, 2021!

## HOW IT WORKS

- 1** Sign up your restaurant to participate in this one-day fundraiser by completing the Dining Out For Life® restaurant agreement.
- 2** Dining Out For Life® is promoted heavily and featured in local and regional media. Additional featured editorial coverage may include: print, television, radio and digital media.
- 3** On **April 20, 2021** more than 20,000 people participate by dining locally - which means increased business and exposure to new customers!
- 4** Your business donates 25 to 100 percent of food sales from breakfast, lunch and/or dinner (with the option to include alcohol sales) from April 20, 2021.
- 5** Your contribution helps Nashville CARES work to end the HIV epidemic in Middle Tennessee. In 2019, Dining Out For Life® raised more than \$80,000!

*“Our team at both Margot Café & Bar greatly values the important work, compassion and education that Nashville CARES provides to our community and the impact it has made on our friends and neighbors. That’s why we have supported Dining Out For Life from the very beginning and will for years to come.”*

**-Chef Margot McCormack**

## SIGN UP TODAY!

Complete the Dining Out For Life® agreement by March 2, 2021 to ensure maximized advertising for your restaurant.

### ABOUT NASHVILLE CARES

Last year, Nashville CARES served more than 50,000 Middle Tennesseans living with or at-risk of HIV/AIDS including HIV prevention education to 29,000 youth and adults, more than 10,000 FREE confidential HIV tests, and essential support services to 3,400 men, women and children living with the disease.



# WHY PARTICIPATE?

## IT'S GOOD FOR THE COMMUNITY

We want to encourage the community to support your restaurant. Your participation helps Nashville CARES provide more than 50,000 Middle Tennesseans with housing, food, medical care, prevention education, and HIV testing at no cost.

## IT'S GOOD FOR BUSINESS

This popular event will bring you more business and new customers. Plus diners tend to order and spend more if they know it will benefit the local community.

 If you choose to also donate alcohol sales, we'll add a drink icon next to your name on the website to drive additional customers your way.

## IT'S EASY

We work to drive business to your restaurant. Volunteers are assigned to your restaurant and will invite friends, family and colleagues to dine on April 20 to ensure you have increased sales! We provide all the tools you need to be successful including promotional posters, table tents, social media tools and more.

## IT'S GREAT MARKETING

We do all of the marketing and PR for you! You will be featured in a 6.3-million impression marketing campaign. Our marketing may include:

- Radio, television, outdoor, digital and print ads
- Dining Out For Life website: includes link to your business
- Print ads in local magazines
- Social media campaigns

## QUESTIONS?

Contact the Development and Strategic Partnerships Manager, Joy Stafford at 615-294-2696 or [DOFL@nashvillecares.org](mailto:DOFL@nashvillecares.org)