



DINING OUT FOR LIFE

GREATER PALM SPRINGS



EAT.  
DRINK.  
GIVE.  
END HIV.

THURSDAY APRIL 30

OUR COMMUNITY IN ACTION BENEFITTING

DINE OUT.  
GIVE BACK.



Desert  
AIDS  
Project

DININGOUTFORLIFE.COM/PALMSPRINGS



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## WHAT

Launched in 1991, **Dining Out For Life®** is a trademarked North American fundraiser held annually in more than 48 cities across the United States and Canada; **Dining Out For Life** raised more than \$4 million for AIDS Service Organizations in 2019. 2020 marks Desert AIDS Project's 15th annual event. Greater Palm Springs **Dining Out For Life 2020** will include 80+ distinguished restaurants, bars, bakeries, and coffee shops throughout the Coachella Valley. Each restaurant donates between 33% and 110% of all food and beverage gross sales for this one day to support services for Desert AIDS Project's clients, activating the community to **Make One Meal Matter**. All funds raised stays locally and directly supports client services at **Desert AIDS Project**.

## WHEN

**Thursday, April 30, 2020** throughout the early morning to late night, for all your food and beverage needs. The event occurs during regular business hours.

## WHERE

Participating restaurants in the Coachella Valley.

## WHY

**Pride in Community:** 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 48 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. To support Desert AIDS Project's clients and services. The event generates community awareness of HIV/AIDS and supports Desert AIDS Project'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 each participating restaurant, we are able to personally touch every person dining out to **Make Each Meal Matter!**

## WHO

An estimated 12,000 diners from the Coachella Valley will participate in **Dining Out For Life 2020**. 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 30 to support **Desert AIDS Project**.

### DESERT AIDS PROJECT MISSION

The mission of Desert AIDS Project is to enhance health and well-being of those living with HIV/AIDS.



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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 acknowledgement is provided on the **Dining Out for Life** website [www.diningoutforlife.com/palmsprings](http://www.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

<b>ADVERTISEMENTS</b>	<b>IMPRESSIONS DELIVERED</b>
Dining Out For Life Website.....	100,000
Social Media – Facebook, Twitter, Instagram.....	145,000
Desert AIDS Project 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
Locale Magazine .....	40,000
CV Independent.....	30,000
GED Magazine .....	20,000
Outdoor Marquees .....	250,000
NBC Palm Springs PSA.....	100,000
<b>Total Impressions</b> .....	<b>1,155,000</b>
<b>EVENT MATERIALS</b>	<b>NUMBER OF IMPRESSIONS</b>
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 Desert AIDS Project e-mail list.....	50,000
<b>Total Impressions</b> .....	<b>184,000</b>
 <b>GRAND TOTAL IMPRESSIONS</b> .....	 <b>1,339,000</b>



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## WANT TO JOIN THIS EVENT?

Complete and return the Restaurant Agreement and Information Sheet by March 21, 2020. Between March 31 and April 7, Desert AIDS Project will deliver to your restaurant:

- A summary of the event for your staff
- **Dining Out For Life** promotional materials featuring your restaurant
- Cocktails napkins to promote the event

On April 30, if you decide to have an Ambassador, your Ambassador will be at your restaurant during your requested times to mingle with guests, talk about Desert AIDS Project, 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: Debbie Chapman at **949-422-3571** or [dchapman@desertaidproject.org](mailto:dchapman@desertaidproject.org)

LEGACY  
100%

## LEGACY restaurants give 100% of their day's gross sales to Desert AIDS Project.

They receive the following benefits:

- All benefits of the Champion restaurants
- The right of first refusal to participate in all additional promotional ads and activities
- Name hot-linked in email blasts reaching over 50,000 potential customers

CHAMPION  
75%

## CHAMPION restaurants give 75% of their day's gross sales to Desert AIDS Project.

They receive the following benefits:

- Year-long listing on the **Dining Out For Life** national site
- Name listed in the event's promotional print materials to include 500 posters and flyers distributed across the Coachella Valley
- Name listed on a minimum of three print/digital advertisements
- Name listed in a minimum of five **Dining Out For Life** social media posts or ads
- Name listed in print ads
- Name used in press releases promoting the event
- Opportunity to have additional Ambassadors as requested
- Opportunity to participate in LIVE Facebook video promotions
- Name hot-linked in email blasts reaching over 50,000 potential customers

PREMIER  
60%

## PREMIER restaurants give 60% of their day's gross sales to Desert AIDS Project.

They receive the following benefits:

- Year-long listing on the **Dining Out For Life** national site
- Name listed in the event's promotional print materials to include 500 posters and flyers distributed across the Coachella Valley
- Name listed on a minimum of three print/digital advertisements
- Name listed in a minimum of five **Dining Out For Life** social media posts or ads
- Name used in press releases promoting the event
- Opportunity to have additional Ambassadors as requested
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MAJOR  
50%

**MAJOR restaurants give 50% of their day's gross sales to Desert AIDS Project.**

They receive the following benefits:

- Year-long listing on the **Dining Out For Life** national site
- Name listed in the event's promotional print materials to include 500 posters and flyers distributed across the Coachella Valley
- Name listed on a minimum of two print/digital advertisements
- Name hot-linked in email blasts reaching over 50,000 potential customers

PARTNER  
33%

**PARTNER restaurants give 33% of their day's gross sales to Desert AIDS Project.**

They receive the following benefits:

- Year-long listing on the **Dining Out For Life** national site
- Name listed in the event's promotional print materials to include 500 posters and flyers distributed across the Coachella Valley
- Name listed on a minimum of two print/digital advertisements
- Name hot-linked in email blasts reaching over 50,000 potential customers