



Eat. Drink. Be an Angel.

SUMMARY Dining Out for Life is an international fundraising event produced annually in 40 cities throughout North America. On **Thursday, April 28, 2011** restaurants throughout Los Angeles will donate 20% or more of the day's breakfast, lunch and/or dinner sales to benefit Project Angel Food, one of the regions most beloved nonprofit organizations, which cooks and delivers 14,000 meals every week to men, women and children with HIV/AIDS, cancer and other life-threatening illnesses.

Accordingly, Project Angel Food's staff, Board and volunteers and friends will drive sales to each restaurant through personal contacts and through marketing and promotional efforts, including posters and flyers, mailings sent to all of the agency's donors and friends, online marketing campaigns such as e-blasts, radio spots, magazine and newspaper ads and more. Last year, 40 restaurants throughout the city participated in Dining Out for Life 2010. Every restaurant reported a notable increase in diners and sales due to the program and related promotional efforts.

WHEN **Thursday, April 28, 2011**

WHERE Restaurants throughout the Greater Los Angeles Area, each of whom understands how community support and increased sales can go hand in hand!

WHAT On Thursday, April 28, 2011, L.A. diners will patronize participating local restaurants as a result of their commitment to support Project Angel Food's major fundraiser Dining Out for Life 2011. Created in 1991, Dining Out for Life raises over \$2 million dollars a year in the U.S. and Canada to support the missions of agencies involved with HIV/AIDS care and prevention throughout North America.

HOW To participate, restaurants simply complete and return the Restaurant Agreement form and let Project Angel Food do the rest to help fill the restaurant.

Contact Irma Ramirez, Special Events Manager, Project Angel Food, at 323.845.1800 or at iramirez@angelfood.org.

WHO Project Angel Food's mission is to nourish the body and spirit of men, women and children affected by HIV/AIDS, cancer, and other life-threatening illnesses. It is the only daily meal delivery program serving all of LA County with freshly-cooked, nutritiously-appropriate meals, free-of-charge.

For Life, For Love, For as long as it takes.



TOP TEN REASONS TO PARTICIPATE

1. YOU'LL HAVE A TANGIBLE IMPACT ON A GREAT CAUSE.

For every \$5 your restaurant donates, you will ensure the cooking and delivery of one free, nutritious meal to someone battling HIV/AIDS, cancer and other life-threatening illnesses in Los Angeles County. Dining Out for Life allows your restaurant a visible and meaningful way to express compassion and caring for those who are most vulnerable in our community.

2. IT'S THE PERFECT WAY TO INCREASE AWARENESS OF YOUR RESTAURANT

Your restaurant's name will be highlighted in multiple promotional platforms - purchased advertising, posters distributed throughout Los Angeles, direct mail postcards, e-blasts, a devoted website, and all social media.

3. YOU'LL SEE INCREASED SALES

Dining Out for Life 2010 showed that our patrons ate more and drank more because they knew that a portion was going to a beloved, effective charity.

4. WE'LL HELP FILL YOUR RESTAURANT

Our sponsors, volunteer committee and staff will act as your PR/marketing arm, using his or her personal "Rolodex" of contacts (and friends!) to help Project Angel Food fill your reservation books for Thursday, April 28, 2011.

5. DINING OUT FOR LIFE LOS ANGELES WEBSITE

Dining Out for Life is building a major presence in the Los Angeles dining and social scene, thanks in part to a devoted Dining Out for Life website which includes an interactive map, immediate reservation contact information, and a link to your restaurant website.

6. DINING OUT FOR LIFE - NATIONAL

Dining Out for Life is a national event, taking place in 60 cities across the nation. The national organization builds major partnerships, including one with Spokesperson Ted Allen, formerly the food and wine connoisseur of *Queer Eye for the Straight Guy* and now *Chopped* and *Food Detectives* on the Food Network. Ted will hold print, TV, and radio interviews in the weeks leading up to the event.

7. PROJECT ANGEL FOOD HAS A MAJOR PRESENCE IN ALL SOCIAL MEDIA

We will promote Dining Out for Life through multiple email blasts (50,000 names), through our many Facebook connections and fans, and Twitter. We are expressly building our "foodie" followers on Twitter for Dining Out for Life.

8. DEDICATED PROJECT ANGEL FOOD STAFF

Will ensure that all elements of the partnership are fulfilled to your liking, and also support you in reaching out to your current supporters - so they know of your commitment to Project Angel Food- by designing emails blasts and other materials. We are committed to making this a positive experience for you and the restaurant!

9. IT'S FUN

Dining Out for Life creates an exciting atmosphere in your restaurant and across Los Angeles as people come together to support a most beloved charity.

10. YOUR GUESTS WILL LOVE YOU FOR IT.

Your guests will long-remember their delicious meal, the great time they had, and that you joined them in caring about others -- and will return to the restaurant throughout the year! Project Angel Food supporters are loyal to people and companies loyal to the work of Project Angel Food.

Together, you, your new guests and your loyal patrons will be Angels to some of the most fragile among us.



PROJECT ANGEL FOOD

For **LIFE**, for **LOVE**, for as long as it takes.

About Us

Project Angel Food cooks and delivers more than 13,000 free meals a week to men, women and children who are struggling with life-threatening illnesses, including HIV/AIDS, cancer, and renal failure, among others. With more than 1,500 dedicated volunteers, the agency has delivered 6 million free meals since our creation in 1989.



Brief Facts

- We are the only daily meal delivery program serving all of L.A. County.
- Each meal costs \$5, including fresh ingredients, cooking and delivery.
- Our meals are free of charge, designed by registered dietitians and cooked by professional chefs, with devoted volunteers, using the highest quality ingredients.
- The people we serve range in age from 14 to 97 and represent the diversity of L.A. County.
- Meals are delivered to clients' homes by volunteers and staff, who are often the only human contact a client will have during their day.
- Volunteers provide an average of 54,000 hours of service annually, equivalent to 25 full time staff.
- There has never been a waitlist for our service.



PROJECT ANGEL FOOD

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RESTAURANT AGREEMENT

Thursday, April 28, 2011

AS A PARTICIPANT, YOUR RESTAURANT AGREES TO:

1. Donate to Project Angel Food a minimum of 20% gross of the meals (selected below) served on Thursday, April 28, 2011, regardless of other promotions occurring the same day.
2. Send a check made payable to Project Angel Food with the total amount due by Friday, May 13, 2011.
3. Choose the promotional materials the restaurant wants to display for diners which will be available 2 weeks prior to the event. Optional and customizable choices include: Restaurant Poster, Check Insert or Menu Insert, Invite-a-friend/group Mailers, Email Blasts.
4. Inform waitstaff, managers and other restaurant staff about Dining Out for Life so they can help promote the event to diners and answer basic event questions. Project Angel Food will provide a fact-sheet for your staff or can have an informed ambassador visit you and your staff for a short briefing.
5. Allow Project Angel Food to use, without cost or charge to Project Angel Food, your restaurant's name in Dining out for Life.

PROJECT ANGEL FOOD AGREES TO:

1. Use our volunteers, media contacts, staff & community contacts to fill your restaurant on Thursday, April 28, 2011.
2. Produce utilize and distribute attractive, quality promotional materials including posters, invitations, and other printed items totaling over 10,000 pieces.
3. Coordinate a general publicity campaign to promote Dining Out for Life via local radio, television, print media, internet, Project Angel Food newsletters and dining out for Life committee personal contacts.
4. Mail Dining Out for Life postcards with complete list of participating restaurant names to over 5,000 supporters. Send email blasts to Project Angel Food's email list of 50,000 donors and friends to drive traffic to restaurants.
5. Create and maintain a Dining Out for Life website with a link to your webpage, with inclusion on a map of participating restaurants and a referral list (phone, fax and internet) of participating restaurants for diners.
6. Assign a representative at Project Angel Food to ensure that all logistics of the partnership with your restaurant are fulfilled efficiently and to your best advantage.

YES! I would like to participate in Dining Out for Life on Thursday April 28th, 2011

I will contribute: 20% (minimum) 25% 30% 40% Other

Of (check all that apply): Food and Liquor Food and Non-alcoholic Beverages

During (check all that apply): Breakfast Lunch Dinner

Authorized Representative and Title

Signature

Date

Restaurant Name

Address

Phone #

Email Address

Website

**Please return this form to Irma Ramirez, Dining Out for Life,
 Project Angel Food, 922 Vine Street, Los Angeles, CA 90038 or Fax to (323) 337-9659
 For information, please call 323.845.1800 ext. 255 or email iramirez@angelfood.org
 Thank you!**