

a fundraiser for



DINE OUT TO END HIV.

2024 RESTAURANT PARTNER AGREEMENT



FROM YOUR PLATE TO OUR PURPOSE

Dining Out For Life® is an annual fundraising event involving the generous participation of volunteers, corporate sponsors, and restaurants. The concept is simple: restaurants donate a generous percent of their sales to a local HIV service organization, and the local HIV service organization fills participating restaurants with diners. Baltimore's chapter of Dining Out For Life supports Moveable Feast.

Funds raised on Thursday, October 10, 2024, will serve our mission to improve the health of Marylanders experiencing food insecurity and chronic illness by preparing and delivering medically tailored meals and providing nutrition education, thereby achieving racial, social, and health equity.

EVENT MARKETING

E-News

27,000+ people will receive event information in our e-blast, the Monthly Morsel, sent the last week of every month.



35% average open rate*

* Industry average email open rate: 26%

Website

3,000 unique visitors to the Moveable Feast Dining Out For Life website last year.

Social Media

36,000+ people will see paid Facebook and Instagram ads that promote the event.

Moveable Feast's followers:



6,900

on Facebook



4,500

on Instagram, Twitter, & LinkedIn

DINING OUT FOR LIFE 2023 RESTAURANT PARTNERS



...and many more!

SIGN UP ONLINE



WHY SUPPORT DINING OUT FOR LIFE

31,616 people aged 13+ are living with diagnosed HIV in Maryland.

25% of Moveable Feast's client population identifies HIV as their primary chronic condition.

96% of clients reported improved health while receiving Moveable Feast's services in 2023.

PARTNER WITH MOVEABLE FEAST TO CELEBRATE 31 YEARS OF DINING OUT FOR LIFE

All restaurants that donate 31% of sales or more will have a special "Anniversary Badge" feature on the Dining Out For Life Baltimore website and will be listed on our paid 30-day social media ad.

OUR SHARED COMMITMENTS

- **Moveable Feast commits to:**
 - Provide quality promotional materials that include postcards, posters, and a mailer sent to at least 10,000 households.
 - Promote your restaurant's participation as a partner of Moveable Feast via a multi-media campaign.
 - Mobilize Moveable Feast's community to promote Dining Out For Life and your restaurant's participation.
 - Make every effort to positively impact patronage at your restaurant before, during, and after Dining Out For Life.
 - Assign a Moveable Feast ambassador to your restaurant to promote your participation and provide support on 10/10/2024.
- **We ask our restaurant partners to commit to:**
 - Promote your partnership with Moveable Feast for Dining Out For Life by including provided event postcards in take-out bags and display postcards in other locations around the restaurant.
 - Promote your participation in Dining Out For Life via your restaurant communications, including social media.
 - Allow Moveable Feast to use your restaurant name and information in materials promoting the event.
 - Submit our restaurants Dining Out For Life donation by 11/11/2024.

For more information, contact Events Manager, Kevin Smith, at 410-888-3893 or ksmith2@mfeast.org.

To be listed on printed materials, we must receive your signed partnership agreement no later than Friday, August 23, 2024.

SIGN UP ONLINE



YES, I WANT TO BE A DINING OUT FOR LIFE RESTAURANT PARTNER

We commit to donating the following percentage of sales on Thursday, October 10, 2024.

From our plates to your purpose...

I pledge **31%** to celebrate **31 years of Dining Out For Life with Moveable Feast.** **31%**

15%* 20% 25% Want to give more? Add % here _____

*Partnered restaurants must commit a minimum of 15% of sales.

We commit to donating sales from: Breakfast Lunch Dinner All Day

Restaurant Name: _____

Authorized Restaurant Representative & Title: _____

Authorized Representative Email Address: _____

Authorized Representative Phone Number: _____

Current Restaurant Operations (check all that apply):

Outdoor dining Indoor dining Carry out Delivery

If available, I would like a Moveable Feast Ambassador assigned exclusively to my restaurant to promote our participation and to be physically present on Thursday, October 10, 2024.

Yes Maybe – can you tell me more? No

I am interested in participating in the following news & media opportunities:

Live or taped cooking demos Live or taped interviews
 Restaurant dish display for a media piece

I can donate a restaurant gift card for donor raffle prize incentives.

Yes No

I would like to meet with the Events Manager to discuss this year's DOFL event.

Yes No

SUBMISSION:

Email: ksmith2@mfeast.org

Mail: Moveable Feast
Attn: Kevin Smith
901 N Milton Ave
Baltimore, MD 21205

QUESTIONS?

Contact: Kevin Smith
Events Manager
(410) 888-3893
ksmith2@mfeast.org

SIGN UP ONLINE

