



Join the region's top restaurants, bars, bakeries, and cafés who have partnered with the Alliance for Positive Health by supporting the 19th Annual Dining Out For Life®!

While the past two years have been tough on restaurants and our community as a whole, we were still able to work together to raise much-needed funds for local program services for those living with and impacted by HIV/AIDS. With the continued progress made in mitigating the COVID-19 pandemic, we are looking forward to bringing Dining Out For Life® back to its intended format, with thousands of people dining out across Northeastern New York to support the Alliance for Positive Health.

With the support of the Alliance for Positive Health's donors, volunteers, and staff accompanied by your in-house promotion and support, we will increase the number of diners coming to your location on Thursday, April 27, 2023 and throughout the year. The only commitment you need to make is to donate a percentage of food and beverage sales (liquor sales are optional, though are highly encouraged) on Thursday, April 27th to benefit the Alliance for Positive Health's HIV/AIDS program services.

In exchange, the Alliance for Positive Health will promote and direct diners to your establishment on the day of the event. Restaurants will be given promotional material for advertisement and will be matched with a dedicated Volunteer Ambassador who will invite everyone they know to dine at your location on Thursday, April 27th. This equates to free social media and word of mouth marketing for your business!

On the day of the event, Ambassadors greet guests and encourage them to fill out a diner donation envelope to make an additional contribution, with automatic entry in a prize drawing.

We also welcome participation from local bars which are alcohol-only establishments. Participating bars can donate a percentage of their alcoholic beverage sales from Thursday, April 27, 2023 (or any other day in April 2023) to the Alliance for Positive Health!

***Please note: In the event that circumstances out of our control cause the event to be moved to a virtual format, all participating restaurants will be contacted by the Alliance for Positive Health with updated information and guidance.***

# PARTICIPATION OPPORTUNITIES

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## RESTAURANT PARTICIPATION

### PERCENT OF SALES PARTICIPANT:

Donate 50% or MORE of your food and beverage sales on April 27, 2023

- Guaranteed Ambassador
- Featured PHOTO or LOGO placement, restaurant address, phone, and website in 8,000 Dining Guides
- Featured LOGO placement on the Alliance for Positive Health website with hyperlink
- Featured LOGO of restaurant name and hyperlink in Dining Out For Life® related e-blasts
- Social Media Promotion with posts featuring your restaurant

### PERCENT OF SALES PARTICIPANT:

Donate 25%-49% of your food & beverage sales on April 27, 2023

- Name placement, restaurant address, phone, and website in 8,000 Dining Guides
- Ambassador
- Name placement on the Alliance for Positive Health website
- Name of restaurant and hyperlink in Dining Out For Life® related e-blasts
- Social Media Promotion

### FLAT FEE PARTICIPANT:

Donate a flat fee of \$550 on April 27, 2023

- Name placement, restaurant address, phone, and website in 8,000 Dining Guides
- Name placement on the Alliance for Positive Health website
- Name of restaurant and hyperlink in Dining Out For Life® related e-blasts
- Social Media Promotion

### HIGHLIGHT AN ENTRÉE OR ITEM:

The Alliance for Positive Health understands that no two businesses are the same and will work with you to determine a special promotion for Thursday, April 27, 2023 that best meets your business's marketing, public relations, and charitable giving goals and objectives. *(Restrictions may apply)*

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## BAR PARTICIPATION *(For alcohol-only establishments)*

### PERCENT OF SALES PARTICIPANT:

Donate 25% or more of your alcoholic beverage sales on April 27, 2023 (or any other day in April 2023)

- Name placement, bar address, phone, and website in 8,000 Dining Guides
- Name placement on the Alliance for Positive Health website
- Name of bar and hyperlink in Dining Out For Life® related e-blasts
- Social Media Promotion

### FLAT FEE PARTICIPANT:

Donate a flat fee of \$250 on April 27, 2023

- Name placement, bar address, phone, and website in 8,000 Dining Guides
- Name placement on the Alliance for Positive Health website
- Name of bar and hyperlink in Dining Out For Life® related e-blasts
- Social Media Promotion

## DEADLINE

To ensure you receive all the marketing benefits you deserve, **WE MUST RECEIVE YOUR SIGNED PARTNERSHIP REGISTRATION FORM NO LATER THAN 5:00 PM ON FRIDAY, FEBRUARY 28 2023.**

Please email JPuglia@alliancefph.org with any support related questions or call us 518.912.6178