



DINING OUT FOR LIFE

2023 BAR & RESTAURANT ACTIVATION KIT

Don't miss The Center's 17th Annual Dining Out For Life® San Diego! On Thursday, April 27, 2023 San Diego's most generous restaurants and bars will donate 25% or more of their sales to The Center's HIV/AIDS services and prevention programs.

Sign up your bar or restaurant today
at thecentersd.org/DOFL

APRIL 27, 2023

thecentersd.org/DOFL

- ✓ INCREASE SALES
- ✓ ATTRACT NEW AND LOYAL CUSTOMERS
- ✓ EXPAND MEDIA EXPOSURE
- ✓ SHOW YOUR SUPPORT OF THE COMMUNITY



THE CENTER
SAN DIEGO
LGBT
COMM
UNITY

On average, Dining Out For Life® San Diego attracts 20,000+ participants each year.

TOP 3 REASONS TO PARTICIPATE

IN THE CENTER'S DINING OUT FOR LIFE® SAN DIEGO

1

Participation is easy and will contribute to your bottom line. Our team and Ambassadors will work with you to fill your establishment on April 27 and help ensure the event runs smoothly. Plus, because your guests know they are contributing to HIV/AIDS services, they often spend more and bring friends and family into your restaurant.

2

It's great for raising your profile and showing that you care. Participating restaurants will be:

- Featured in Dining Out For Life® materials
- Mentioned in radio call outs with on-air giveaways
- Listed on several websites including The Center and Dining Out For Life® International
- Part of dedicated social media campaign (1,100,000+ Impressions)
- Included in e-blasts promoting event (550,000+ Impressions)

3

It's great fun for a great cause! Guests often bring larger groups, and knowing that they're supporting a good cause creates an exciting environment for diners. The more fun they have, the more likely they will visit again! Your generous contributions will make a difference for those living with HIV and help end new cases in San Diego County.

Join The Center and San Diego's top restaurants, bars, coffeehouses and nightclubs who know that supporting the 17th Annual Dining Out For Life® is a winning proposition for all!

The strategy and goal are simple: we will significantly increase the number of diners coming to your restaurant on Thursday, April 27, 2023 with the support of The Center's donors, volunteers and staff – along with your in-house promotion and support. On average, Dining Out For Life® San Diego attracts 20,000+ participants each year.



OUR INVOLVEMENT WITH DOFL AT BARRIO STAR HAS BEEN BAR NONE A WONDERFUL EXPERIENCE. WE HAVE BEEN PARTICIPATING WITH DOFL FOR MANY YEARS AND NOW DONATE 50% OF OUR PROCEEDS FOR AN IMPORTANT CAUSE. IT PROMOTES COMMUNITY, GIVING BACK AND BEING PART OF A WONDERFUL CHARITY.



BARRIO STAR,
TODD CAMBURN, OWNER, 13 YEAR PARTICIPANT

YOUR COMMITMENT:

1. Donate a minimum of 25% (or \$500, whichever is greater) of food and beverage sales (including liquor) on Thursday, April 27, 2023 to The Center's HIV/AIDS services and prevention programs.
2. Promote your participation in The Center's Dining Out For Life®.
3. Invite customers to help end HIV/AIDS by dining with you Thursday, April 27, 2023.

To sign up your restaurant or bar, simply visit us at thecentersd.org/DOFL and click the "Sign Up a Restaurant" link.

Contact Megan Meek or Leo Cartier at 619.692.2077 or events@thecentersd.org and get involved with Dining Out For Life® today!

PRINT DEADLINE IS APRIL 7, 2023



REGISTER YOUR LOCATION TODAY AT [THECENTERSD.ORG/DOFL](https://thecentersd.org/DOFL)