

Dining Out for Life® Participating Restaurant Agreement (Page 1 of 2)

_____ agrees to participate in **Dining Out for Life®**
Restaurant Name on Thursday, April 26, 2012.



AS A PARTICIPANT, THIS RESTAURANT AGREES TO:

- Contribute a minimum of 25% of each patron's food and non-alcoholic beverage bill for all meals served on 4/26/2012 to Project Angel Heart, regardless of other promotions that day.
- Allow Project Angel Heart to use this restaurant's name in materials promoting **Dining Out for Life®**.
- Promote **Dining Out for Life®** by displaying and/or distributing event materials a minimum of three (3) weeks before the event.
- Inform wait staff, managers, and other restaurant personnel about **Dining Out for Life®** so they can promote the event to diners and answer basic event questions.
- Permit Project Angel Heart to place a volunteer "Ambassador" in your restaurant during all meal shifts on **Dining Out for Life®** day.

(Ambassadors will approach tables to thank guests, share information, answer questions and solicit donations to benefit Project Angel Heart through a prize drawing entry.)

- Send or deliver a check for the total contribution payable to Project Angel Heart no later than **May 26, 2012**.

PROJECT ANGEL HEART WILL:

- Produce, utilize and distribute attractive, high-quality promotional materials including posters, dining guides and table tents. Over 300,000 marketing pieces will promote each restaurant's participation in Dining Out for Life®.
- Orchestrate a publicity campaign to promote **Dining Out for Life®** via local radio, TV and print media.
- Mail a **Dining Out for Life®** dining guide (flyer) with a complete list of participating restaurant names and telephone numbers to over 50,000 supporters and potential diners.
- Establish phone and website referral list of participating restaurants for diners.
- Provide periodic updates on **Dining Out for Life®** during the campaign (e.g. personal emails, email blasts, social media postings, etc.)
- Perform background checks and provide complete training for all ambassadors.

I have read and agree to abide by the provisions of this agreement.

Authorized Restaurant Representative (Print and Sign) Title Date

Authorized Project Angel Heart Representative, Dining Out for Life® Denver Title Date

THANK YOU for your support of Dining Out for Life®!

Please return completed agreement NO LATER THAN JANUARY 31, 2012.

Fax to: 303-830-1840 | **Mail to:** Project Angel Heart, Attn: Jessica Shoemaker, 4950 Washington St., Denver, CO 80216

You may also register at www.ProjectAngelHeart.org. (Click on Events/Dining Out for Life®).

If you have questions, please contact Jessica Shoemaker, Events Manager,
at 303-830-0202 or jshoemaker@projectangelheart.org.



Dining Out for Life® Participating Restaurant Information (Page 2 of 2)

SECTION 1 – RESTAURANT CONTACT INFORMATION: This information will be used to promote your restaurant.

Restaurant Name (AS YOU WISH FOR IT TO BE PUBLISHED)		Restaurant Phone
Primary Contact Name	Primary Contact Title	Primary Contact Email (REQUIRED)
Secondary Contact Name	Secondary Contact Title	Secondary Contact Email (REQUIRED)
Chef Name (For promotional purposes)	Restaurant Website	
Street Address	City/State/Zip	Neighborhood (e.g. Capitol Hill, NW Denver, Downtown)
Cuisine Type	Seating Capacity (ppt)	Dining Type (e.g. Casual, Fine, Family, Specialty)
Restaurant Days and Hours of Operation _____ thru _____ ; _____ am/pm to _____ am/pm <small>(e.g. Monday, Tuesday) (e.g. Saturday, Sunday)</small>		
Restaurant Meals Served (for our information in marketing your restaurant): <input type="checkbox"/> Breakfast <input type="checkbox"/> Lunch <input type="checkbox"/> Dinner Restaurant Online Presence (for our information in marketing your restaurant): <input type="checkbox"/> Open Table <input type="checkbox"/> Facebook <input type="checkbox"/> Twitter <input type="checkbox"/> Yelp		

SECTION 2 – PROMOTIONAL MATERIALS:

Please estimate quantities of each of the following materials you need to successfully promote *Dining Out for Life®* in April. Materials will be delivered to your restaurant the first week of April. Using them will help to ensure success at your restaurant on *Dining Out for Life®* day, on April 26, 2012. All are full color and high quality.

_____ **Posters** (15" x 25") _____ **Dining Guides** (Ideal for inserting into guest checks the month prior to the event) _____ **Table Tents**

SECTION 3 – ADDITIONAL PROMOTIONAL OPPORTUNITIES (OPTIONAL): Please select one or more of the following to be considered for participation in our exceptional marketing opportunities.

- Broadcast Promotional Events:** Provide restaurant gift certificates to be distributed through media promotions. Participating restaurants must provide at least five separate gift certificates.
- Food Service Promotional Events:** Be available to supply food to TV, radio or other media locations through on-site promotions or live remotes.
- Promotional Happy Hour Site:** Host one promotional Happy Hour providing appetizers and/or drinks for up to 50 people. Happy Hours last 2 hours and will take place year-round.
- Ambassador Training:** Host an ambassador training providing appetizers and/or drinks for up to 50 people. Ambassador trainings last 2 hours and will take place during the month of April.
- Ambassador Recruitment and Training:** Supply gift certificates and/or coupons to assist in volunteer recruitment and incentive programs.

* Project Angel Heart will provide a separate receipt for any in-kind donations during *Dining Out for Life®*.

SECTION 4 – VOLUNTEER AMBASSADOR:

Volunteer ambassadors are vitally important in promoting your restaurant's participation on the day of the event. Ambassadors **will help drive sales by inviting their friends and family to dine at your restaurant. They will also approach tables to thank guests, share information, answer questions and encourage personal donations and entry for the drawing envelopes.**

We will attempt to provide a volunteer ambassador for dinner beginning at 5:30 pm. Please check if you would like to request an ambassador for either or both of the following meal times: Breakfast Lunch

*It is up to the discretion of Project Angel Heart, with your cooperation, to place ambassadors in your restaurant on Dining Out for Life® day. **If you do not wish to have an Ambassador at your restaurant, please indicate here and specify a reason:***

SECTION 5 – RESTAURANT OR AMBASSADOR REFERRAL:

Restaurant or Ambassador Referral:

If you know of another restaurant that might be interested in participating, and/or if you know someone close to the restaurant (an employee, a friend, a family member or even a regular customer) who would be willing to volunteer on April 26, 2012, please indicate their contact information here:

Restaurant/Individual Name	Relationship	Phone	Email
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Thank you for your participation!