

**DINE  
OUT.  
DO  
GOOD.**



Join 240+ local restaurants and breweries, 80,000+ enthusiastic diners, and 200+ volunteers in supporting Coloradans living with HIV/AIDS during *Dining Out For Life*® on May 2, 2019!

## HOW IT WORKS

- 1** Sign your restaurant, bar, or brewery up by **February 15, 2019**, to participate in this one-day fundraiser. Register at [ProjectAngelHeart.org/DOFLregister](http://ProjectAngelHeart.org/DOFLregister).
- 2** *Dining Out For Life* is promoted heavily and featured in the media, and you receive free in-house and digital promo materials.
- 3** On **May 2**, more than **80,000 people** participate by dining out in Denver and Boulder – which means increased business and exposure to new customers!
- 4** Your business donates **25 percent of food sales** (with the option to include bar sales as well!) from May 2.
- 5** Your contribution helps **Project Angel Heart provide nourishing meals** for Coloradans living with HIV/AIDS. Last year, *Dining Out For Life* Denver raised more than \$395,000!

**“We look forward to hosting Project Angel Heart ambassadors at Vesta, Ace, Steuben’s Uptown, and Steuben’s Arvada for Dining Out For Life, and always see an impressive turnout of guests to support the cause.”**

**- Emily Biederman, Secret Sauce Food & Beverage, participant for 10+ years**

## SIGN UP!

Register at [ProjectAngelHeart.org/DOFLregister](http://ProjectAngelHeart.org/DOFLregister) by **February 15, 2019**, to be included in all marketing materials.

### About Dining Out For Life® International

*Dining Out For Life* is an international, licensed event in 45+ cities across the US and Canada that raises more than \$4 million annually for HIV/AIDS service organizations. Project Angel Heart is proud to host the largest event, with 32 percent more restaurants and 35 percent more dollars raised than any other market.



# WHY PARTICIPATE?

## It's good for the community.

You help Project Angel Heart provide delicious, medically tailored meals, free of charge, to Coloradans living with HIV/AIDS.

## It's good for business.

This popular event will bring you more business and new customers. Diners are also more likely to order appetizers, drinks, and desserts when they know it's for a good cause!



If you choose to donate 25 percent of food **and bar sales**, we'll add a drink icon next to your name in dining guides, ads, and posters to drive additional customers your way.

## It's easy.

We'll provide all the tools you need to be successful, including:

- Promotional posters, table tents, cocktail napkins, dining guides, social media tools, and more.
- An optional training for wait staff and managers to learn how to maximize your participation in this event. Saturday, April 6, at 10am at Project Angel Heart.  
**More info at [ProjectAngelHeart.org/DOFLregister](http://ProjectAngelHeart.org/DOFLregister)**
- The opportunity to have a volunteer ambassador (subject to availability) who will bring friends and family to your establishment and represent Project Angel Heart onsite during the event.

## It's great marketing.

You will be featured in a 20-million impression marketing campaign that includes:

- *Dining Out For Life* dining guide: 140,000+ distributed
- Two-page 5280 Magazine spread: 400,000+ impressions
- *Dining Out For Life* website: includes link to your business
- Radio, outdoor, digital, and print ads: 1 million+ combined impressions
- Press coverage! 9News, The Denver Post, Westword, 5280 Magazine, Eater Denver, Dining Out Denver/Boulder, KBCO, Kool105, and Mix100 have featured the event.

## It's fun!

Guests are excited to support the cause and enjoy great food and drinks. They'll also remember you and come back throughout the year!

## Questions?

Contact Events Organizer,  
**Sarah Mirick**, at 303.407.9420 or  
[smirick@projectangelheart.org](mailto:smirick@projectangelheart.org)

Special thanks to our restaurant recruitment partner:



[BluepointBakery.com](http://BluepointBakery.com)

**"As part of the food community, Dining Out For Life is a great way to give back and help those in need by combining two things we're passionate about - food and community!"**

**-Kara, Rosenberg's Bagels, participant for 3 years**

