



DINING OUT FOR LIFE
INDIANAPOLIS

**WE DINE
OUT TO
MAKE A
CHANGE**

END THE EPIDEMIC



Our goal is to end HIV in the next 10 years. With your support, we can make history. Join us as we work to end the epidemic in our community!



DAMIEN CENTER

DAMIEN.ORG/DOFL

28TH ANNIVERSARY OF #DOFL

Join us in celebrating Dining Out For Life! Each year, Damien Center partners with dozens of local restaurants, bars, and breweries for this one-day event of advocacy and fundraising! All funds raised will directly support Damien Center's one-stop-shop approach to HIV care and prevention.

DINE OUT. END HIV.

What is Dining Out For Life?

On Thursday, June 16, 2022, dozens of restaurants across Indianapolis and Central Indiana will donate a portion of their proceeds—sometimes up to 100%—to Damien Center, funding critical services for people at risk of or living with HIV.

Together, we aim to raise more than \$100,000 for wrap-around programs—from testing and medical services to mental health, housing, food, and more—to break down barriers to a healthy life and prevent the spread of the disease.

Why are sponsors so important?

The goodwill and generosity of sponsors are vital to the success of Dining Out For Life. Sponsors boost our marketing presence, help create buzz, and drive traffic to participating restaurants the day of the event. Sponsorships also provide critical support for the mission of the Damien Center.

In return, you receive promotional benefits and recognition reaching millions of people in Indianapolis and Central Indiana. Your audience will see your impact and service to your community.

The earlier you become a sponsor, the more benefits you can receive. Sign up by returning the enclosed contract or contact **Stephen McCoy** at (317) 632-0123 x269 or give@damien.org. Sponsors must commit by May 6, 2022 in order to receive all benefits.

Your generosity will save lives, prevent new HIV infections, and reduce the overall effect of HIV in Central Indiana.

WHO WE ARE



Damien Center is the largest AIDS Service Organization (ASO) in the state of Indiana, serving more than 25% of all individuals living with HIV in the state. Its mission is to empower communities and persons affected by HIV/AIDS in the state of Indiana by being a leading resource, provider, and advocate for comprehensive HIV/AIDS care, prevention, education, and related services.

WE WILL:

- Meet or exceed promotional benefits by securing millions of media impressions (in 2021, we generated over 7+ million hits)
- Recognize sponsors in community posters that are distributed throughout the region
- Promote our sponsors to thousands of Damien Center donors and friends
- Invest your contribution towards ending HIV in Central Indiana



YOU WILL:

- Choose to be a generous sponsor of the 28th Anniversary of Dining Out For Life
- Consider boosting the impact of your gift by promoting the event through in-house newsletters and social media
- Consider selecting a participating restaurant to attend with friends, colleagues, or staff, or encourage staff to advocate for the cause as a volunteer
- Be included in a city-wide marketing campaign that drives patrons to dine out on June 16th to benefit Damien Center



“It’s the best check I write all year! It feels great to give back. It also builds loyalty with customers who will patronize throughout the year, based solely on our participation from just a single day. The money always comes back one way or another, and sometimes it even multiplies.”

Bill Pritt

Forty Five Degrees

SPONSOR PERKS & BENEFITS

	Bronze \$1,000+	Silver \$2,500+	Gold \$5,000+	Presenting \$10,000+
Inclusion on DiningOutForLife.com website				
Recognition in e-blasts during May and June				
Name on all marketing collateral where possible (print & digital)				
Social media interactions & mentions through the end of June where possible				
Recognition in Damien's annual report				
Listings on community posters and other promotional materials				
Recognition on strategic print and digital advertising				
Name used in press releases and PR materials where possible				
Name recognition with all event mentions (i.e. Dining Out For Life sponsored by your organization)				
Name recognition in major media promotions				

- indicates name placement
- indicates name and logo placement
- indicates the option of exclusivity



Questions? Contact Stephen McCoy, Vice President of Donor Relations, at (317) 632-0123 x269 or give@damien.org.

