

# DINING OUT FOR LIFE ASHEVILLE / WNC



**April 25, 2024**

Join 60+ local restaurants, 10,000+ diners, 50+ volunteers, hundreds of donors, and dozens of local business sponsors in supporting local restaurants and the fight against the HIV epidemic and HIV-related stigma on April 25, 2024!

## HOW DOES IT WORK?

This year, *Dining Out For Life* will take place on Thursday, April 25, 2024. On that day, many of our region's best-known restaurants, breweries, and coffee shops will donate 20% of sales to WNCAP - resulting in the single-biggest day of fundraising for HIV/AIDS in our region. Since its inception, DOFL has raised over \$3 million for HIV/AIDS in Asheville and WNC.

## WHY SPONSOR?

### IT'S GREAT FOR THE COMMUNITY AND FOR BUSINESS

We want to showcase our corporate partners and promote local philanthropic businesses who care about a healthy WNC.

### IT'S GREAT MARKETING

We do all of the marketing and PR for you! You will be featured in a marketing campaign with more than 3 million impressions. Our vigorous event marketing campaign includes:

- Radio, television, digital and print ads
- *Dining Out For Life* webpage: includes business logo and link to business website
- Print ads in local magazines
- Social media campaigns across multiple platforms



Scan the QR code to sponsor!

### GREAT BENEFIT PACKET WITH SEVERAL SPONSORSHIP OPTIONS

See page 2 of this sponsor packet for a full list of 2024 sponsorship benefits.



**DINING OUT FOR LIFE**  
**ASHEVILLE / WNC**

**2024 DINING OUT FOR LIFE SPONSORSHIP LEVELS**

BENEFIT	GOURMET \$5,000+	ENTRÉE \$2,500	APÉRITIF \$1,000	HORS D'OEUVRE \$500
Logo placement in all event-related social media advertising				
Logo and link to business on WNCAP Dining Out For Life webpage along with restaurant list				
Logo and/or business name on advertising associated with the event, including press releases, published articles, and marketing collateral				
Logo on THOUSANDS of direct mail invitations				
Logo on THOUSANDS of printed informational cards for distribution to diners				
Business promotion in WNCAP e-newsletter, mailed to 7,000 + subscribers				
Featured article included in top donor communications				
6 invitations to WNCAP's annual education event with opportunity to speak to event audience on behalf of your business				



Scan the QR Code to sponsor!

Questions? Email [bcrawford@wncap.org](mailto:bcrawford@wncap.org)  
 or call or call (828) 573-0336



## DINING OUT FOR LIFE 2024 OUTREACH REPORT

**Dining Out For Life** is one of the most vigorously promoted events in WNC! We utilize our deep relationships with local print outlets, radio stations, web platforms, and WLOS to spread the word throughout our community. Dining Out For Life **generates over 3 million media impressions annually.**

See details about 2023 outreach results below:

### PRINT AND DIGITAL MARKETING REACH

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#### DIGITAL AND PRINT ADVERTISING

Over 3 million digital impressions through online publications and a cumulative print reach of more than 100K readers in articles and/or ads, including the following publications

- Mt Xpress
- Asheville Citizen Times
- The Laurel of Asheville
- Smoky Mountain News
- Hola Carolina
- Asheville Made
- AVL Today
- Urban News
- WNC Magazine
- Edible Asheville

#### RADIO AND TELEVISION ADVERTISING

- Primetime promotion by WLOS/Sinclair Media
- Radio promotion through Asheville Radio Group, including 98.1 the River and Wise Guys Sports Radio, Blue Ridge Public Radio, and Asheville FM

#### MARKETING AND PR

- Thousands of direct mail invitations to community members, donors, and business partners
- Promotion through WNCAP e-newsletter with a reach of 7,000 subscribers
- Promotion through WNCAP social media with a reach of 6,000 followers
- 2022 and 2023 award winner for Best local Fundraising Event in Mt Xpress "Best of" polls

### 2023 EVENT OUTCOMES

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- 51 participating restaurants
- Thousands of local residents dined out to raise money for HIV care and prevention
- Raised \$94,000 in support of ending HIV in WNC