



The 22nd Annual
DINING OUT FOR LIFE
HAMPTON ROADS

benefitting



**LGBT
LIFE
CENTER**

**APRIL
24, 2025**

presented by
Langley
Save, Borrow & Spend Wisely

BECOME A PARTICIPATING RESTAURANT

"I've been a part of Dining Out on and off over the years. Last year I signed on with my newest restaurant and I found they've made it so easy to participate. LGBT Life Center does all the legwork: They produce the marketing, they gave us great support, and they followed through on everything they said they would do. Their efforts helped fill my restaurant – we were certainly busy that day! I can't wait to see what happens this year!"

-Sydney Meers, Restaurateur, Owner & Entrepreneur
Syd's Poisson Cochon Café (Fish Pig Café),
and a Hampton Roads legendary chef!

SIGN UP TODAY

lgbtlifecenter.org/DOFL



Dine Out. Give Back. End HIV.



BE A PARTNER BECAUSE:

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! Your listing on our website will indicate when you're open – breakfast – lunch – and/or dinner, along with a link to your restaurant's website.

It's easy. We'll provide all the tools you need to be successful, including:

- Promotional posters, table tents, cocktail napkins, social media tools, and more.
- The opportunity to have a volunteer ambassador (subject to availability) who will invite friends and family to your establishment and represent LGBT Life Center on-site during the event.
- An optional training/briefing for your server/bar staff and managers to learn how to maximize your participation in this 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!

It's good for the community. You help LGBT Life Center provide HIV services, support, healthcare, housing, and additional resources throughout our 7-city communities.

It's great marketing. You will be included in a marketing campaign with more than 3.3 million media impressions and on over 100,000 print collateral materials.

WHY JOIN?

Strengthen Community Ties. You'll be seen as a leader in supporting LGBTQ+ health, HIV services, housing, and other community resources, which enhances your brand reputation and fosters customer loyalty.

By participating, you'll be supporting tens of thousands of free HIV and STI tests for our community, nearly 1,000 individuals who rely on our pantry each month, and life-saving, affirming care provided through our partner clinic and pharmacy. Together, we can make a tangible difference in the lives of those who need it most.

HOW IT WORKS

- 1 Sign up your restaurant, coffee shop or brewery by February 28, 2025 to participate in this one-day fundraiser and get all of the promotional benefits. Register at: lgbtlifecenter.org/DOFL
- 2 Dining Out For Life is heavily promoted, featured in the media, and you'll receive free in-house and digital promo materials.
- 3 On April 24, more than 10,000 local residents participate by dining out in Hampton Roads – which means increased business and exposure to new customers for you!
- 4 You choose your participation level for donating the portion of your sales for the date, starting at one-third (33%), two-thirds (65%) or up to the 100%. 100% restaurants will get additional marketing features, pop out boxes, and special mentions.
- 5 Your contribution helps LGBT Life Center provide HIV services, support, healthcare, housing, and additional resources throughout our 7-city communities. Last year, Dining Out For Life raised more than \$82,000 throughout the Hampton Roads region! Thank you if you were part of our 21st DOFL in 2024.



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 services and support. This year locally, LGBT Life Center, along with more than 75 restaurants, 10,000+ diners, and over 120 volunteer ambassadors will help raise more than \$100,000 to support people living with HIV throughout Hampton Roads.



SIGN UP TODAY!

Register at lgbtlifecenter.org/DOFL by February 28, 2025 to be included in all marketing

Questions?

Contact: **Mr. Jan Cline** | JCline@LGBTLifeCenter.org | 757-640-0929, ext.623



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