



Dear potential DOFL Sponsor,

This letter is an invitation for your company to be involved in our 1st annual Dining Out For Life® event, scheduled for Thursday, April 25, 2013. Dining Out For Life® is an annual fundraising event involving the generous participation of volunteers, corporate sponsors and restaurants. In exchange for their financial support, restaurants are listed in a city wide marketing campaign in an effort to increase customer traffic.

All the proceeds of this event help support HIV/AIDS Alliance for Region Two, Inc. (HAART), a local non-profit organization that provides health insurance assistance, housing, case management, and prevention and outreach services to individuals and families living with HIV/AIDS.

Baton Rouge is now #1 for AIDS cases in the US and HAART needs ample funding to continue our efforts to serve families impacted by this disease. The Dining Out For Life® campaign will be more than just a fundraiser. Its platform will help us spread the word about HIV/AIDS in our community, an urgent need in Baton Rouge.

As to your company's involvement, we are inviting Blue Cross Blue Shield of Louisiana to participate as an event sponsor. Sponsorship levels include the following levels and their respective sponsorship amount.

- **PLATINUM FORK SPONSOR – \$5,000**
- **GOLD KNIFE SPONSOR - \$2,500**
- **SILVER SPOON SPONSOR - \$1,000**
- **RED PLATE SPONSOR - \$500**

Attached is a detailed description on sponsorship levels. With this support, we would recognize your company as a corporate sponsor of the event and prominently display your logo and/or name in our Dining Out For Life® promotional materials.

Sincerely,

Timothy Young
Executive Director, HAART



2013 Dining Out For Life Sponsorship Proposal

PLATINUM FORK SPONSOR—\$5,000

LOGO EXPOSURE (Large Size):

- Logo on all collateral materials
- Logo in all appropriate event advertisements
- Logo on our Dining Out For Life web page
- Logo will be included in e-mail promotions that reach thousands of HAART clients and donors.

MEDIA EXPOSURE:

- On-air mentions as Platinum Fork Sponsor (“Dining Out For Life, presented by...”
- On-air interviews as sponsor, when available
- Prominent mention in all pre-event and post-event press releases

ADDITIONAL EXPOSURE:

- An active hyperlink from our Dining Out For Life web page to your company’s website. This link and listing on our website will be year-round.

GOLD KNIFE SPONSOR—\$2,500

LOGO EXPOSURE (Medium Size):

- Logo on collateral materials
- Logo in all appropriate event advertisements
- Logo on our Dining Out For Life web page

MEDIA EXPOSURE:

- Prominent mention in all pre-event and post-event press releases

ADDITIONAL EXPOSURE:

- An active hyperlink from our Dining Out For Life web page to your company’s website. This link and listing on our website will be year-round.

SILVER SPOON SPONSOR—\$1,000:

LOGO EXPOSURE (Small Size):

- Logo on collateral materials
- Logo on our Dining Out For Life web page

MEDIA EXPOSURE:

- Mention in all pre-event and post-event press releases

ADDITIONAL EXPOSURE:

- An active hyperlink from our Dining Out For Life web page to your company's website. This link and listing on our website will be year-round.

RED PLATE SPONSOR—\$500:

LOGO EXPOSURE

- Logo on our Dining Out For Life web page

MEDIA EXPOSURE:

- Mention in all pre-event and post-event press releases

ADDITIONAL EXPOSURE:

- An active hyperlink from our Dining Out For Life web page to your company's website. This link and listing on our website will be year-round.

MEDIA PARTNER:

Must provide print, television or AM/FM radio, digital & social media advertising

- Permission on photograph and publish the event
- Your company will receive all the benefits of the Platinum Sponsor

HAART will produce a professionally coordinated publicity campaign to promote Dining Out for Life via local radio, television, print, media, and internet.