



Dining Out for Life 2012 Restaurant Agreement

The below measures will help ensure your restaurant's success and the success of Dining Out for Life.

As a participant in Dining Out for Life (DOFL), your restaurant agrees to:

- Allow Open Hand to use the restaurant's name and/or logo in promoting DOFL via radio, television, print and social media, and on the Open Hand and Dining Out for Life websites.
- Display promotional materials for a minimum of three (3) weeks before DOFL.
- Inform wait staff, managers, and other restaurant personnel about the event. Have your staff inform guests prior to and the night of the event, that your restaurant is donating a percentage of proceeds from Wednesday, April 25, 2012 to Open Hand.
- Allow wait staff to offer donation/raffle envelopes to your guests *when appropriate*. Your staff knows your clientele and guests better than anyone.
- Allow the Open Hand Ambassador (who is responsible for asking friends to dine with them at your restaurant) to be present in the restaurant during DOFL to thank guests, share information, answer questions and accept contributions. *(If you agree to have a DOFL Ambassador.)*
- Promote your participation in DOFL in planned restaurant marketing efforts via your restaurant's website, email/newsletter, print and/or social media.
- Send or deliver agreed restaurant contribution by **Friday, May 11, 2012**.
Many Open Hand supporters will dine out on Wednesday, April 25th because they know they are supporting the clients that Open Hand serves. Please help us maintain this commitment to our supporters, our clients, and the community by remitting your payment in a timely manner. Thank you!

As part of this agreement, Open Hand agrees to:

- Produce quality promotional materials and deliver them at least three weeks prior to DOFL.
- Produce a publicity campaign to promote DOFL and restaurant participation via local radio, television, print and social media. Open Hand will develop this campaign with our public relations agency of record, Edelman Communications, and other PR partners.
- Develop/maintain a DOFL website promoting participating restaurants two months prior to DOFL. This site will remain active year-round. www.diningoutforOH.org
- Provide text and logos to the restaurant to use for social media, print and website.
- Invite participating restaurant staff to attend the Kick-off Party and post-event Appreciation Party.
- If you inform Open Hand that you are an Open Table restaurant prior to March 25, 2012, a special email will be sent from Open Table to more than 100,000 diners in the Atlanta area listing your restaurant's participation.
- Offer the support of an Open Hand Ambassador to inform your staff about the event in staff line up prior to the event and the day of the event.
- After three years of participation and on-time payment, your restaurant will be listed in a year-round Dining Guide given to Open Hand volunteers, donors and supporters.
- Make every effort to positively impact patronage at your restaurant before, during and after DOFL 2012.