



Event Details

We are preparing for our **4th annual *Dine for Disaster*** event taking place **March 5, 2026**, in Northeast Tennessee. As a valued community partner, we invite you to sponsor this year's event.

During this event, restaurants in and around Kingsport will rally their customers and community to support the work of the Red Cross by contributing a portion of their sales to the local Red Cross Chapter enabling the lifesaving work of the Red Cross.

Aligning with the Red Cross has the potential to increase your brand's equity and bring positive visibility to your social responsibility efforts. In fact, we rank as the most trusted charity among U.S. adults. Our lifesaving mission attracts and engages a strong base of support across broad audiences. By sponsoring this event, our reputation, community impact and trust can extend to your brand and help you tap into new demographics.

You are truly making a difference in people's lives, and we wouldn't be able to touch the lives of so many without your support. Thank you in advance for your generosity!

Your American Red Cross

Last year, the Northeast Tennessee chapter of the American Red Cross

Statistics reflect service delivery between July 1, 2024-June 30, 2025.



Supported by
322 active
volunteers



Assisted 344
families following
local disaster



Installed 665
free smoke
alarms



Why Participate

The Red Cross ranks as the most trusted charity among U.S. adults. Our reputation, community impact and trust can extend your brand and help you tap into new demographics.

The Red Cross will provide you with all the promotional materials needed for this event and include the following benefits for your restaurant:

- ❖ Name and logo featured on Dine for Disaster Relief landing page hosted by the American Red Cross Tennessee Region. Listing may include the restaurant's name, logo, address, and a link to the restaurant's website
- ❖ Customized signage for your restaurant, clearly identifying your business as a participating partner
- ❖ Name and logo featured in the event email marketing campaign, reaching over 4,000 individuals
- ❖ Inclusion in event promotions on American Red Cross Tennessee Region social media channels, including Facebook, LinkedIn, Instagram, and X
- ❖ Opportunity for restaurants to promote their participation on their own social media channels. If the American Red Cross Tennessee Region is tagged, our accounts will comment and share when possible (sample language will be provided)
- ❖ Recognition in local press releases

Ways to Participate

- ❖ **Percentage of Sales:** donate a minimum of 10% of sales
- ❖ **Specific Menu Item:** donate \$1 for every item sold
- ❖ **Customer Round Up:** allow your customers to round up their total to donate
- ❖ **Customer Matching:** provide a match for donations your customers provide to our virtual tip jar

To participate, please submit **completed form by February 20, 2026** to
Dawn Day at dawn.day@redcross.org or by mail to
660 Eastern Star Rd, Kingsport, TN 37663.

For questions, please contact Dawn Day at (423) 863-0194



RESTAURANT PARTNER FORM

Company Information

Restaurant/Company Name

Contact Name

Business Address

City/State/Zip

Telephone Number

Email address

Participation

Percentage of Sale _____ %

Specific Menu Item

Item Name _____

Item Description _____

Customer Round Up

Customer Matching

Other _____

Following the event, we request all donations be submitted by **April 2, 2026**. This will allow us to efficiently allocate funds and report on the event's impact on our community.

Payment Information

Check made payable to *American Red Cross*

Credit card payment to be processed at netndine.givesmart.com

Other _____