

DINE FOR DISASTER RELIEF

BENEFITTING THE AMERICAN RED CROSS

March 13, 2025

About Dine for Disaster Relief

Dine for Disaster Relief is a community-focused event that gives local restaurants the opportunity to help people impacted by disasters and increase consumer traffic. We look forward to working with you and thank you for your support of the Red Cross.

The inaugural *Dine for Disaster Relief* is set to take place **March 13, 2025**.

Why Participate

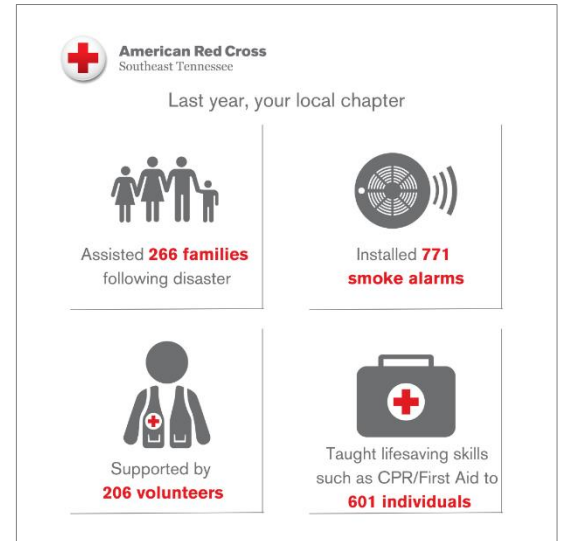
The Red Cross ranks as the most trusted charity among U.S. adults. Our reputation, community impact and trust can extend your brand and help you tap into new demographics.

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

- ❖ Customized signage for your restaurant, clearly identifying your business as a participating partner
- ❖ Name and logo featured on event website with links to restaurant website
- ❖ Name and logo featured in event promotional communication reaching over 4,000 people
- ❖ Inclusion in statewide social media promotions
- ❖ Recognition in local press releases

Ways to Participate

- ❖ **Percentage of Sales:** donate a minimum of 10% of sales on March 13, 2025
- ❖ **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



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Participating Restaurant 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 10, 2025**. 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 setndine.givesmart.com

Other _____



American Red Cross
Southeast Tennessee

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Participating Restaurant Timeline

As a participating restaurant, here is a timeline of what you can expect from the Red Cross surrounding this event.

February 20: Pre-Event Promotional Materials

Promotional materials such as flyers will be delivered to your restaurant by a Red Crosser.

March 6: Event Day Promotional Materials

Printed materials such as table signs and other handouts will be delivered to your restaurant to ensure a positive experience for your guests during the event.

March 13: Event Day

During the event, a Red Crosser will come to your restaurant to check-in and provide additional promotional materials as needed.

March 18: Follow-Up

We will follow-up with you to gain your perspective on this event and request any feedback you may have to improve this event in the future. We appreciate your honesty and suggestions during this time.

April 10: Donations Requested

Donation checks are requested by this date to allow us to efficiently allocate funds and properly report on the event's impact on our community.

Sincerely,

Your American Red Cross of Southeast Tennessee Team



American Red Cross
Southeast Tennessee