



Home for the Holidays Dine Out Letter of Understanding

_____ will participate in Home for the Holidays Dine Out on Wednesday,
November 2, 2011.

Restaurant Name

RESTAURANT PARTNER RESPONSIBILITIES

1. Contribute a minimum of **10% of food and non-alcoholic beverage sales** on **11/2/2011** (including all meals served that day) to Colorado Coalition for the Homeless
2. Allow Colorado Coalition for the Homeless to use restaurant name in any promotional materials or advertising
3. Promote Home for the Holidays Dine Out by displaying event materials a minimum of **2 weeks** before the event, and inform wait staff about Home for the Holidays Dine Out so that they may promote the event to diners
4. Mail or deliver a check for the total contribution payable to Colorado Coalition for the Homeless by **12/2/2011**

COLORADO COALITION FOR THE HOMELESS RESPONSIBILITIES

1. Produce and distribute promotional materials including posters, check inserts, and table tents as requested by restaurant at least 3 weeks before event
2. Promote the event through local radio, TV, print media, website, and local event calendars
3. Publicize the event to over **20,000** supporters through postcard mailing, email campaign, and social media
4. Provide as appropriate an onsite "Ambassador" from Colorado Coalition for the Homeless at your restaurant on event day to thank diners, answer questions and accept donations to benefit Colorado Coalition for the Homeless
5. Announce each restaurant partner individually through regular facebook posts prior to the event
6. Provide each restaurant partner with a "thank you" plaque to display in restaurant after the event

Please submit this form no later than **September 15, 2011** to be listed in our marketing materials.

I have read and agree to the provisions above

Authorized Restaurant Representative Name (Print)

Authorized Restaurant Representative Signature

Date

(additional required information on back)



RESTAURANT CONTACT INFORMATION

Restaurant Name (as you wish it to appear in print)

Restaurant Phone

Restaurant Street Address

City, State, Zip

Restaurant Website

Neighborhood

Primary Contact Name

Primary Contact Phone

Primary Contact Email

Secondary Contact Name

Secondary Contact Phone

Secondary Contact Email

Meals Served: Breakfast Brunch Lunch Dinner

PROMOTIONAL MATERIALS

Please estimate the quantity for each of the following promotional materials that you will use during the event campaign. Materials will be delivered to your restaurant during the first week of October. All materials are full-color and high quality.

_____ Posters (11x17 – for placement in windows, on hostess stand, and in restrooms)

_____ Table Tents (for placement on tables, hostess stand, or bar)

_____ Check Inserts (1/3 page – please ask your servers to mention the event with check delivery)

ADDITIONAL PROMOTIONAL OPPORTUNITIES

- Restaurant will donate a gift certificate(s) to be used for promotional give-aways during radio and social media promotions.

- Restaurant will honor 5% discount coupon: Mailing includes “5% Off Your Meal” coupon at select restaurants (excluding alcohol, tax, and tip). Check here to be included on list. Coupon must be presented at time of service to obtain discount, allowing restaurants to discern event participation.

Please fax to 303-293-2309 or mail to:

Colorado Coalition for the Homeless

Attn: Resource Development

2111 Champa Street

Denver, CO 80205