



# DINING OUT FOR LIFE



## 2025 BAR & RESTAURANT ACTIVATION KIT

Don't miss the North County LGBTQ Resource Center 19th Annual Dining Out For Life! On Thursday, April 24, San Diego's most generous restaurants will donate a portion of their sales to the North County LGBTQ Resource Center HIV/AIDS services and prevention programs.

For more information, please visit [ncresourcecenter.org/DOFL](https://ncresourcecenter.org/DOFL) or email [development@northcountycenter.org](mailto:development@northcountycenter.org)

- ✓ INCREASE SALES
- ✓ ATTRACT NEW AND LOYAL CUSTOMERS
- ✓ EXPAND MEDIA EXPOSURE
- ✓ SHOW YOUR SUPPORT OF THE COMMUNITY

APRIL 24, 2025

[ncresourcecenter.org/DOFL](https://ncresourcecenter.org/DOFL)



“WELL OF COURSE THE BEST THING ABOUT DOING 100% IS THAT YOU GET TO FEEL REALLY GREAT. WE DID SEE AN INCREASE IN BUSINESS ON DOFL DAY, AS WELL AS AN INCREASE IN HIGH PROFILE COMMUNITY LEADERS COMING TO OUR PLACES, WHICH THE GUESTS LOVE TO SEE. WE HEARD APPRECIATION OVER AND OVER FROM PEOPLE ABOUT THE 100% PARTICIPATION.”



THE MISSION NORTH PARK, MISSION BEACH AND SOMA // DEBORAH HELM, PARTNER, 13 YEAR PARTICIPANT

# TOP 3 REASONS TO PARTICIPATE

## IN THE CENTER'S DINING OUT FOR LIFE® SAN DIEGO

1

**Participation is easy and will contribute to your bottom line.** Our team and ambassadors will work to promote your participation to increase sales. Plus, because your guests know they are contributing to HIV/AIDS services, they often spend more and bring friends and family into your restaurant.

2

**It's great for raising your profile and showing you that you care.** Participating restaurants will be:

- Featured in Dining Out For Life materials
- Listed on websites including the North County LGBTQ Resource Center and Dining Out For Life International
- Part of a dedicated social media campaign
- Included in e-blasts promoting the event

3

**It's great fun for a great cause!** Guests often encourage friends to participate knowing that they're supporting a good cause, creating a buzz for take-out diners and an exciting environment for in-person diners. The more fun they have, the more likely they will be to visit again! Your generous contributions will make a difference for those living with HIV and help end new cases in San Diego County.

Join the North County LGBTQ Resource Center and San Diego's top restaurants, bars, coffeehouses, and nightclubs who know that supporting the 19th Annual Dining Out For Life is a winning proposition for all!

The strategy and goal are simple: we significantly increase the number of diners and take-out orders coming to your business on Thursday, April 24, with the support of the North County LGBTQ Resource Center donors, volunteers, and staff - along with your in-house promotion and support.



**OUR INVOLVEMENT WITH DOFL AT BARRIO STAR HAS BEEN BAR NONE A WONDERFUL EXPERIENCE. WE HAVE BEEN PARTICIPATING WITH DOFL FOR MANY YEARS AND NOW DONATE 50% OF OUR PROCEEDS FOR AN IMPORTANT CAUSE. IT PROMOTES COMMUNITY, GIVING BACK AND BEING PART OF A WONDERFUL CHARITY.**



BARRIO STAR,  
TODD CAMBURN, OWNER, 9 YEAR PARTICIPANT

## YOUR COMMITMENT:

1. Donate a minimum of 25% (or \$500, whichever is greater) of food and beverage sales (including liquor) on Thursday, April 24, 2025 to the North County LGBTQ Resource Center HIV/AIDS services and prevention programs.
2. Promote your participation in the North County LGBTQ Resource Center Dining Out For Life.
3. Invite customers to help end HIV/AIDS by dining with you during the event.

To sign up for your restaurant or bar, simply visit us at [ncresourcecenter.org/DOFL](https://ncresourcecenter.org/DOFL) or email us at [development@northcountycenter.org](mailto:development@northcountycenter.org) and get involved with Dining Out For Life today!

