DINING OUT FOR LIFE
HAMPTON ROADS

LGBT LIFE CENTER

BENEFITING LGBT LIFE CENTER

SEPT. 29, 2026 | **#DINEOUTHR** | **DININGOUTFORLIFE.COM/757**

BECOME A PARTICIPATING RESTAURANT

"I've been a part of Dining Out on and off over the years. Two years ago I signed on with my newest restaurant and I found they've made it so easy to participate. LGBT Life Center does all the legwork: They take care of the marketing, they gave us great support, and they followed through on everything. Their efforts filled my restaurant — we were certainly busy that day! I can't wait to do it again next year."

Sydney Meers, Restauranteur, Owner & Entrepreneur
Syd's Poisson Cochon Café (Fish Pig Café),
and a Hampton Roads legendary chef!

DINE OUT. GIVE BACK. END HIV.

SIGN UP TODAY

lgbtlifecenter.org/DOFL

Scan Me

BE A PARTNER BECAUSE

IT'S GREAT MARKETING

You will be included in a marketing campaign with more than 3.3 million media impressions and on over 100,000 print collateral materials.

- **PRINT:** Over 1,000 posters, two full page VEER magazine ads, Coastal Virginia Magazine advertising, vinyl banners at select locations, sidewalk vinyl clings at restaurants and busy shopping districts, and more than 5,000 handbills distributed.
- **RADIO:** Promotions on stations like iHeartRadio, Max Media, The Tide Radio – 92.3 and 102.1 FM, Sinclair Communications –5 stations, and more.
- **TV:** Paid advertising – WAVY (NBC) News interview, TV commercials, + the Hampton Roads Show; WVEC (ABC) 13 News interview +Live night of Coverage; WTKR/WGNT (CBS) News interview, TV commercials; WGNT (CW) TV commercials.
- **DIGITAL:** Paid advertisements on Facebook, Instagram, and BizConnect, +5 email blasts to all constituents and supporters of The Life Center.

IT'S EASY

We'll provide all the tools you need to be successful, including:

- Promotional posters, table tents, cocktail napkins, dining guides, social media tools, and more.
- An optional training/briefing for your server/bar staff and managers to learn how to maximize your participation in this event.
- The opportunity to have a volunteer ambassador (subject to availability) who will invite friends and family to your establishment and represent LGBT Life Center on-site during the event.

IT'S FUN

Guests are excited to support the cause and enjoy great food and drinks. They'll also remember you and come back throughout the year!

IT'S GOOD FOR BUSINESS

This popular event will bring you more business and new customers. Diners are also more likely to order appetizers, drinks and desserts when they know it's for a good cause! Your listing on our website will indicate when you're open – breakfast – lunch – and/or dinner, along with your restaurant's cuisine and a brief description.

IT'S GOOD FOR THE COMMUNITY

You help LGBT Life Center provide HIV services, support, healthcare, housing, and additional resources throughout our 7-city communities.

HOW IT WORKS

1. Sign up your restaurant, coffee shop or brewery to participate in this one-day fundraiser and get all of the promotional benefits. Register at: lgbtlifecenter.org/DOFL
2. Dining Out For Life is heavily promoted, featured in the media, and you'll receive free in-house and digital promo materials.
3. More than 10,000 local residents participate by dining out in Hampton Roads – which means increased business and exposure to new customers for you!
4. You choose your participation level for donating the portion of your sales for the date, starting at one-third (33%), two-thirds (65%) or up to the 100% Club Level. Club Level restaurants will get additional marketing features, pop out boxes, and special mentions.
5. Your contribution helps LGBT Life Center provide HIV services, support, healthcare, housing, and additional resources throughout our 7-city communities. Last year, Dining Out For Life raised more than $100,000 throughout the Hampton Roads region! Thank you if you were part of our 22rd DOFL in 2025.

SIGN UP TODAY

lgbtlifecenter.org/DOFL

Register by July 20, 2026 to be included in all marketing materials.

CONTACT
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