



A BENEFIT FOR
LIFE FOUNDATION

O'AHU DINES IN THE NEWS

CHECK OUT THE MEDIA COVERAGE AND PROMOTIONS PARTICIPATING O'AHU DINES RECEIVED IN 2008!

TELEVISION COVERAGE

- ❖ **Oceanic Time Warner Cable:** More than 450 donated spots on prime cable stations for the air time to O'ahu Dines TV PSA.
- ❖ **KITV, KHNL, KHON, and KFVE:** Nearly 40 minutes of news coverage featuring O'ahu Dines.

RADIO PROMOTIONS

- ❖ **Cox Radio Hawai'i:** 90 donated radio spots on **KCCN FM 100, Hawaiian 105 KINE, Krater 96, Power 104.3 and AM 940** as well as on-air interviews showcasing participating restaurants on all FM stations.
- ❖ **Hawai'i Public Radio:** Life Foundation sponsored one day of advertising.

PRINT MEDIA

- ❖ **The Honolulu Advertiser:** Articles in Restaurant News and Culinary Calendar, as well as a full page article in the Dining Out Section.
- ❖ **Honolulu Star Bulletin:** Articles in Food Section and Dining In and Out.
- ❖ **Mid-Week:** Article in *Windward Islander* and front page story in *West Oahu Islander*.
- ❖ **Honolulu Weekly:** Article in Restaurant Section and multiple listings in *The Scene*.
- ❖ **Honolulu Magazine:** Featured as one of the *7 Reasons to Get Out*.
- ❖ **Other:** Listed in *Kokua Calendar* and was featured in *Smart Magazine*.

ON-LINE MARKETING

- ❖ **O'ahu Dines Web site:** Received nearly 3,500 visitors in the months surrounding O'ahu Dines.
- ❖ **Cox Radio Hawai'i:** Posted 500 on-line commercials on station Web sites.
- ❖ **Other:** More than 25 Web sites listed O'ahu Dines.

PRINT ADVERTISING

- ❖ **Honolulu Weekly:** Three 1/4-page ads on February 20, February 22 and March 5.
- ❖ **Honolulu Magazine:** One full-page advertisement in the February issue.

MAILINGS AND OTHER MARKETING

- ❖ **Downtown Honolulu:** 4,000 brochures distributed during lunch hour.
- ❖ **Life Foundation's Newsletter:** Mailed more than 5,000 supporters with restaurant names listed.
- ❖ **Life Foundation E-Marketing:** Restaurant listings e-mailed to 1,000 Life Foundation constituents.



O'AHU DINES SPONSOR BENEFITS

PARTICIPATING RESTAURANTS...

SIGN ON BY NOVEMBER 1, 2008, AND YOUR RESTAURANT WILL BE...

- Featured on a commercial broadcast by Oceanic Time Warner Cable promoting O'ahu Dines.
- Featured in all O'ahu Dines print advertising, brochures and posters.
- Linked in all online and e-newsletter blasts promoting O'ahu Dines with *Honolulu Magazine*.
- Listed on all Life Foundation e-newsletters to 1,000 supporters promoting O'ahu Dines.
- Listed on the O'ahu Dines Web site, which receives approximately 3,000 visitors during O'ahu Dines.
- Listed on posters and table-tents created for your restaurant to promote your involvement in O'ahu Dines.
- Listed on all direct mail & e-mail materials to select Life Foundation donors promoting O'ahu Dines' *Cook For A Cause*.
- Listed on all printed and e-mail invitations provided to *Cook For A Cause* hosts to send to prospective dinner guests.
- Featured in print, radio and TV media as the O'ahu Dines public relations team works its magic!

SIGN ON BY DECEMBER 1, 2008, AND YOUR RESTAURANT WILL BE...

- Featured on all remaining O'ahu Dines print advertising.
- Featured on all O'ahu Dines brochures and posters.
- Linked in all online and e-newsletter blasts promoting O'ahu Dines with *Honolulu Magazine*.
- Listed on all Life Foundation e-newsletters to 1,000 supporters promoting O'ahu Dines..
- Listed on the O'ahu Dines Web site, which receives approximately 3,000 visitors during O'ahu Dines.
- Listed on posters and table-tents created for your restaurant to promote your involvement in O'ahu Dines.
- Listed on all direct mail & e-mail materials to select Life Foundation donors promoting O'ahu Dines' *Cook For A Cause*.
- Listed on all printed and e-mail invitations provided to *Cook For A Cause* hosts to send to prospective dinner guests.
- Featured in print, radio and TV media as the O'ahu Dines public relations team works its magic!

SIGN ON BY FEBRUARY 1, 2009, AND YOUR RESTAURANT WILL BE...

- Featured on all remaining O'ahu Dines print advertising.
- Featured on all O'ahu Dines brochures and posters.
- Linked in all online and e-newsletter blasts promoting O'ahu Dines with *Honolulu Magazine*.
- Listed on all Life Foundation e-newsletters to 1,000 supporters promoting O'ahu Dines.
- Listed on the O'ahu Dines Web site, which receives approximately 3,000 visitors during O'ahu Dines.
- Listed on posters and table-tents created for your restaurant to promote your involvement in O'ahu Dines.
- Listed on all direct mail & e-mail materials to select Life Foundation donors promoting O'ahu Dines' *Cook For A Cause*.
- Listed on all printed and e-mail invitations provided to *Cook For A Cause* hosts to send to prospective dinner guests.
- Featured in print, radio and TV media as the O'ahu Dines public relations team works its magic!

PLATINUM PLATE SPONSORS...

In addition to the promotions listed above, in relation to your sign-on date, your restaurant will be:

- Featured as a Platinum Plate Sponsor on all O'ahu Dines print advertising.
- Your logo will be featured on all paid advertising promoting O'ahu Dines.
- Listed at the top of all promotional materials, including the O'ahu Dines Web site.
- Additional public relations efforts will be focused on your restaurant.
- Offered banner display privileges at the Honolulu AIDS Walk on April 19, 2009.

AUCTION DONORS...

Auction donors, in relation to your sign-on date, will be:

- Listed on all Life Foundation e-newsletters to 1,000 supporters promoting O'ahu Dines.
- Listed on the O'ahu Dines Web site.
- For donations exceeding \$500 of retail value, a customized package will be created.

www.oahudines.org



A BENEFIT FOR
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Yes! **YES!** Yes! Yes!

PUT US ON THE MENU FOR O'AHU DINES 2009!

SIGN US UP AS A PARTICIPATING RESTAURANT!

We will donate 20 percent of gross food and beverage sales, including liquor, to Life Foundation on Wednesday, March 4, 2009. Participating Restaurants will receive the promotions detailed below on the attached sponsor benefits sheet in relation to the sign-on date. Each restaurant will be treated as a separate O'ahu Dines location.

SIGN US UP AS A PLATINUM PLATE SPONSOR!

We will donate a minimum of \$1,500 of sales, including liquor, as well as _____ restaurant/dining certificate(s) with a value of \$_____ (*\$100 minimum) to be used as door prizes or auction items during O'ahu Dines on Wednesday, March 4, 2009. Please provide details or restrictions applicable to your donation in this provided space:

Platinum Plate Sponsors will receive the promotions detailed on the attached sponsor benefits sheet in relation to the sign-on date. Each restaurant will be treated as a separate O'ahu Dines location.

SIGN US UP TO BE AN AUCTION SPONSOR!

We will donate _____ restaurant/dining certificate(s) with a value of \$_____ to be used as door prizes or auction items during O'ahu Dines on Wednesday, March 4, 2009. Participants which commit before posted deadlines will receive promotional benefits detailed on the attached sponsor benefits sheet. Please provide details or restrictions applicable to your donation in this provided space:

WE AGREE TO PARTICIPATE IN O'AHU DINES AT THE LEVEL SELECTED ABOVE.

RESTAURANT NAME (PLEASE PRINT) _____

ADDRESS _____

RESTAURANT PHONE _____ WEB SITE _____

CONTACT PERSON _____ TITLE/POSITION _____

CONTACT PERSON PHONE _____ CONTACT PERSON E-MAIL ADDRESS _____

AUTHORIZED SIGNATURE _____ DATE _____

FAX TO (808) 521-1279 OR RETURN BY MAIL IN THE ENCLOSED POSTAGE PAID ENVELOPE.

QUESTIONS?

CONTACT KANDICE JOHNS, LIFE FOUNDATION DEVELOPMENT ASSOCIATE,
AT (808) 521-2437, EXT. 250, OR KANDICE@LIFEFOUNDATION.ORG.

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