

**2011 Dine Out and Shop for the Alexandria
Walk to Fight Breast Cancer Event!
Monday, October 17, 2011**

YES! We want to participate in the **Dine-Out and Shop for the Walk to Fight Breast Cancer** on Monday, October 17! We have read through the attached information and we are committing to:

- Donate _____% of proceeds of our total sales from the entire business day.**
 - Listing on Dine-Out and Shop poster, flyer and all Dine-Out publicity

- Donate _____% of proceeds from our total sales from (Restaurants Only):**
 - Breakfast** **Lunch** **Dinner**
 - Listing on Dine-Out and Shop poster, flyer and all Dine-Out publicity

- Become a *Contributor* - \$500 Donation or _____ % of proceeds, whichever is greater.**
 - Listing on Dine-Out and Shop poster, flyer and all Dine-Out publicity
 - ***Complimentary*** registration for your **Walking Team of 5**
 - Listing in pre-event publicity
 - Logo or name displayed on all main event signs and printed on event t-shirts
 - Commemorative award presented at Sponsor Appreciation Breakfast
 - Recognition in post-event thank you advertising
 - Booth space at the event
 - Inclusion of company promotional material in the participant gift bags (no political materials allowed)

- Become a *Patron* - \$1,000 Donation or _____ % of proceeds, whichever is greater.**
 - Listing on Dine-Out and Shop poster, flyer and all Dine-Out publicity
 - ***Complimentary*** registration for your **Walking Team of 7**
 - Listing in pre-event publicity
 - Logo or name displayed on all main event signs and printed on event t-shirts
 - Commemorative award presented at Sponsor Appreciation Breakfast
 - Recognition in post-event thank you advertising
 - Booth space at the event
 - Inclusion of company promotional material in the participant gift bags (no political materials allowed)

- Become a *Benefactor* - \$1,500 Donation or _____ % of proceeds, whichever is greater.**
 - Listing on Dine-Out and Shop poster, flyer and all Dine-Out publicity
 - ***Complimentary*** registration for your **Walking Team of 10**
 - Listing in pre-event publicity
 - Logo or name displayed on all main event signs and printed on event t-shirts
 - Commemorative award presented at Sponsor Appreciation Breakfast
 - Recognition in post-event thank you advertising
 - Booth space at the event
 - Inclusion of company promotional material in the participant gift bags (no political materials allowed)

Please PRINT your business information:

Business Name: _____

Local Geographic Location of Business (please circle):

West End Del Ray Old Town Fairlington Other: _____

Contact: _____

Address: _____

Phone: _____

Fax: _____

Email: _____

The Walk to Fight Breast Cancer will deliver promotional flyers and posters to your business approximately 4-6 weeks prior to the event. Please let us know what kind of additional advertising you would like us to provide for the event. All promotional materials are provided by the Walk to Fight Breast Cancer, free of charge.

I would like table tents for the month of September to advertise the Dine Out.

I would like a sidewalk sign to advertise the event on the day of the Dine Out.
(These signs must be returned after the event!)

I would like donation envelopes for the Walk to Fight Breast Cancer to insert in meal checks on the day of the event.

Please return to:

DCHS

Attention Sarah Watson

421 King Street Suite 400

Alexandria, VA 22314

FAX to: 703.838.4976; or email to sarah.watson@alexandriava.gov