



## Dollar-a-Dish | Dollar-a-Drink

August 2021 Restaurant Promotion Benefiting Children in San Diego

**1 in 5 children in San Diego struggle with food insecurity.**

**You can make a difference in their lives!**

The **San Diego Food Bank** invites you to partner with us for our annual **Dollar-a-Dish | Dollar-a-Drink** campaign to help raise vital funds to feed schoolchildren in need by encouraging the community to dine out at our partner restaurants through promotion provided by our local media partners.

One in five children in San Diego County faces food insecurity. Every Friday, our **Food 4 Kids Backpack Program** provides backpacks of food to 2,600 local schoolchildren who receive free school meals during the school week but face hunger at home over the weekend. With your help, we can expand this program to end childhood hunger in San Diego County!



### **Here's how it works:**

- **Choose a menu item** to promote. This campaign is ideal for introducing a new item or showcasing a bestseller while celebrating San Diego's vibrant food & drink culture and feeding children who struggle with food insecurity.
- Every time the selected item is ordered in August, you give **\$1 back to the Food Bank**, which goes directly into the Food 4 Kids Backpack Program. This is done as an aggregate donation at the end of the month by mail (check) or online (credit card).

### **Marketing and promotions:**

- Your restaurant will be listed on the Dollar-a-Dish | Dollar-A-Drink page on the Food Bank's website where restaurant patrons can learn more about the Food 4 Kids Backpack Program and click through to your website for information on your designated dish and/or drink.
- We partner with KUSI to advertise the campaign through TV commercials and LIVE news segments on KUSI Morning News throughout the month of the campaign. We also support the campaign with robust social media promotion. All participants will be notified of live broadcast opportunities and media spots will be filled on a first-come, first-served basis.
- Once confirmed, participants will be provided with posters, table tents, and check presenters featuring a specialized QR code that patrons can scan to donate to the campaign using their mobile device.

**Confirmation must be received by Friday, July 2 to receive full promotional benefits.**

To sign up or to learn more about the campaign, please contact Vivian McDonald at [vmcdonald@sandiegofoodbank.org](mailto:vmcdonald@sandiegofoodbank.org) or 858-863-5198.



## SIGN UP SHEET

(Sign up online at: <https://sandiegofoodbank.org/dollar/signup/>)

# Dollar-a-Dish | Dollar-a-Drink

## August 2021 Restaurant Promotion Benefiting Food 4 Kids

Please complete the information below to sign up for Dollar-a-Dish | Dollar-a-Drink 2021 and email it to [vmcdonald@sandiegofoodbank.org](mailto:vmcdonald@sandiegofoodbank.org) with the **attachments listed at the bottom.**

**Name of Your Establishment:** \_\_\_\_\_

**Contact Name:** \_\_\_\_\_

**Email Address of Contact:** \_\_\_\_\_

**Establishment Address:** \_\_\_\_\_

**Website:** \_\_\_\_\_

**Facebook:** \_\_\_\_\_

**Twitter:** \_\_\_\_\_

**Instagram:** \_\_\_\_\_

**Will you be featuring a dish or drink?**

- Dish
- Drink
- Both a Dish and Drink

**Name of featured item:**

\_\_\_\_\_

**Name of second featured item:**

\_\_\_\_\_

**Which promotional items would you like?**

- Posters
- Table Tents
- Check Presenters

Please return this form by  
**Friday, July 2, 2021**

**WITH THIS COMPLETED FORM, PLEASE SEND:**

- a high-resolution copy of your establishment's **logo** in a PNG or Photoshop file
  - a **photo** of your featured dish and/or drink.