



DIFFA'S DINING BY DESIGN 2010 *DIFFA HISTORY AND GRANT MAKING*

DIFFA: Design Industries Foundation Fighting AIDS is one of the oldest and largest funders of HIV/AIDS service and education programs in the U.S. Since its founding in 1984, DIFFA has mobilized the immense resources of the design communities to provide in excess of \$38 million to hundreds of AIDS organizations nationwide to service providers offering direct care, education, prevention programs, advocacy and public policy.

Drawing on the contributions of world-renowned creative and corporate leaders, DIFFA's fundraising activities are among the most celebrated in AIDS philanthropy. Through special events and "passive royalty" arrangements, DIFFA raises money for the battle against AIDS like no other organization can. This unique position has enabled DIFFA to cement its reputation for innovation by rallying diverse communities to a common purpose.

DIFFA/Chicago is one of 15 chapters and community partners nationwide of DIFFA: Design Industries Foundation Fighting AIDS established in 1984. These chapters have distributed over \$38 million to community-based organizations providing direct service, preventive education and outreach to people who are HIV positive, living with AIDS or at-risk of infection. In addition DIFFA granting helps provide care for people at the end of life, food and healthcare, as well as defends the rights of people with HIV/AIDS.

DIFFA/Chicago provides **Excellence in Care Awards** to Chicago-area service providers. A team, consisting of a professional in that field and DIFFA/Chicago Board Members, reviews each agency applying for funding. Review of proposals is followed by site visits and interviews with the organizations' staff. We fund in the categories of advocacy and education, health and clinical services, meals and nutrition, housing, and support and counseling. The agencies shown to provide the best care receive an unrestricted grant.

In 1991, the DIFFA/Chicago Fellowship was established at Northwestern Memorial Hospital to fund HIV/AIDS research, patient care and education. Past DIFFA/Chicago fellows have gone on to enhance the healthcare for countless individuals throughout the globe. Some are currently working in Patras Greece, Singapore, Dublin Ireland, St. Louis, Austin, Oak Lawn and Chicago.

The DIFFA/Chicago granting process selects agencies providing the best care possible in Chicago and the ability to put dollars where they have the most impact to help the men, women and children living with HIV/AIDS.

DIFFA's grant making tradition has been to support start up or emerging programs and ideas that reflect a unique or innovative approach to a problem. DIFFA also seeks proposals that include appropriate and strategic collaboration among agencies. We continue to seek requests where public support and other philanthropy (including an organization's own fund raising capacity) is not otherwise available and where DIFFA funds can be appropriately positioned to expand and diversify the funding efforts of an organization.

To learn more about DIFFA/Chicago and the Excellence in Care Awards and for more information on volunteer opportunities, please visit our website at www.diffachicago.org or contact us at info@diffachicago.org or 312.644.6412.

DIFFA/Chicago
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DIFFA'S DINING BY DESIGN 2010 EVENT OVERVIEW

DATE: November 4th-6th, 2010

SCHEDULE

Thursday November 4th - COCKTAILS BY DESIGN

5:30 pm -8:30 pm

Kick Off Cocktail Party and Silent Auction Preview

Tickets: \$100.00 (Pre-purchase and admission at the door)

Friday November 5th – OPEN HOUSE FOR THE PUBLIC

10:00 am to 2:00 pm

Tickets: \$10 (Admission at the door)

Saturday Afternoon November 6th - TABLE HOP & TASTE

11:00 am -3:00 pm

Open House With tastes from Chicago's top restaurants

Tickets: TBD

Saturday Evening November 6th - DINING BY DESIGN GALA

7:00 pm -11:30 pm

Dinner, Dancing & Silent Auction

Tickets: Table Sponsor or Pre-purchased Individual Tickets - \$500

VENUE: 8th Floor of the Merchandise Mart - Chicago, IL

CONCEPT: This one-of-a-kind, spectacular event will assemble some of the most talented, intriguing and celebrated individuals in the Chicago design community and pair them with our generous Table Hosts to create three-dimensional dining installations that are works of art.

With a 10' X10' area acting as a blank canvas, the designers will create unimaginable table environments. The creative genius, in past years, has been from the rustic to the surreal, from the serene to the romantic, from the outrageous to the sublime. Each table is meant to engage the viewer, allowing them to glimpse the intimate, unknown or unexpected through the artful genius of its creator.

TABLE HOST LEVELS: Four levels of Table Host options are available: \$20,000, \$10,000, \$5,000 and \$3,750



DIFFA'S DINING BY DESIGN 2010

PLATINUM TABLE HOST: OVERVIEW OF BENEFITS

SIGNATURE DESIGN INSTALLATION

- Ability to create and host up to twenty (20) guests at a dynamic, branded signature installation
 - Design Installation size: 10' X 20'
 - 10 Hours of DBD sponsored Merchandise Mart installation time
-

INVITATIONS & HOSPITALITY

- 20 COCKTAILS BY DESIGN Tickets
 - 20 Gala Dinner Tickets
-

MULTIMEDIA

- Print – Event Program
 - Two page ad in the DINING BY DESIGN Program
 - Sketch of your table or its inspiration in the DINING BY DESIGN Program
 - Print – Advertising Supplement
 - Prominent table coverage in the Special Section of *CS Interiors* (January issue)
 - Online – Inclusion within diffachicago.org
-

NAME/BRAND INTEGRATION

- Platinum Table Host recognition on event signage
 - Platinum Table Host recognition with company logo, DIFFA/Chicago web site and special listing as Platinum Table Host in the DINING BY DESIGN Program
 - Recognition in DINING BY DESIGN Press Releases
-

RIGHTS & DESIGNATIONS

- Designation as PLATINUM Table Host
 - Ability to use event name and logo in marketing, promotional/POS, and advertising materials (Subject to prior DIFFA approval)
-

CONTRIBUTION TO DIFFA CHICAGO: \$20,000



DIFFA'S DINING BY DESIGN 2010
GOLD TABLE HOST: OVERVIEW OF BENEFITS

SIGNATURE DESIGN INSTALLATION

- Ability to create and host up to ten (10) guests at a dynamic, branded signature installation
 - Design Installation size: 10' X 10'
 - 6 Hours of DBD sponsored Merchandise Mart installation time
-

INVITATIONS & HOSPITALITY

- 10 COCKTAILS BY DESIGN Tickets
 - 10 Gala Dinner Tickets
-

MULTIMEDIA

- Print – Event Program
Full page ad in the DINING BY DESIGN Program
Sketch of your table or its inspiration in the DINING BY DESIGN Program
 - Print – Advertising Supplement
Enhanced table coverage in the Special Section of *CS Interiors* (January issue)
 - Online – Inclusion within diffachicago.org
-

NAME/BRAND INTEGRATION

- Gold Table Host recognition on event signage
 - Gold Table Host recognition with company logo, DIFFA/Chicago web site and special listing as Gold Table Host in the DINING BY DESIGN Program
 - Recognition in DINING BY DESIGN Press Releases
-

RIGHTS & DESIGNATIONS

- Designation as Gold Table Host
 - Ability to use event name and logo in marketing, promotional/POS, and advertising materials (Subject to prior DIFFA approval)
-

CONTRIBUTION TO DIFFA CHICAGO: \$10,000



DIFFA'S DINING BY DESIGN 2010

SILVER TABLE HOST: OVERVIEW OF BENEFITS

SIGNATURE DESIGN INSTALLATION

- Ability to create and host up to ten (10) guests at a dynamic, branded signature installation
- Design Installation size: 10' X 10'
- 4 Hours of DBD sponsored Merchandise Mart installation time

INVITATIONS & HOSPITALITY

- 6 COCKTAILS BY DESIGN Tickets
- 10 Gala Dinner Tickets

MULTIMEDIA

- Print – Event Program
 - Full page ad in the DINING BY DESIGN Program
 - Sketch of your table or its inspiration in the DINING BY DESIGN Program
- Print – Advertising Supplement
 - Name Listed in table coverage in the Special Section of *CS Interiors* (January issue)
- Online – Inclusion within diffachicago.org

NAME/BRAND INTEGRATION

- Silver Table Host recognition on event signage
- Silver Table Host recognition, DIFFA/Chicago web site and listing as Silver Table Host in the DINING BY DESIGN Program
- Recognition in DINING BY DESIGN Press Releases

RIGHTS & DESIGNATIONS

- Designation as Silver Table Host
- Ability to use event name and logo in marketing, promotional/POS, and advertising materials (Subject to prior DIFFA approval)

CONTRIBUTION TO DIFFA CHICAGO: \$5000



DIFFA'S DINING BY DESIGN 2010

BRONZE TABLE HOST: OVERVIEW OF BENEFITS

SIGNATURE DESIGN INSTALLATION

- Ability to create and host up to eight (8) guests at a dynamic, branded signature installation
 - Design Installation size: 10' X 10'
 - 2 Hours of DBD sponsored Merchandise Mart installation time
-

INVITATIONS & HOSPITALITY

- 4 COCKTAILS BY DESIGN Tickets
 - 8 Gala Dinner Tickets
-

MULTIMEDIA

- Print – Event Program
Sketch of your table or its inspiration in the DINING BY DESIGN Program
 - Print – Advertising Supplement
Limited table coverage in the Special Section of *CS Interiors* (January issue)
 - Online – Inclusion within diffachicago.org
-

NAME/BRAND INTEGRATION

- Bronze Table Host recognition on event signage
 - Bronze Table Host recognition, DIFFA/Chicago web site and listing as Bronze Table Host in the DINING BY DESIGN Program
 - Recognition in DINING BY DESIGN Press Releases
-

RIGHTS & DESIGNATIONS

- Designation as Bronze Table Host
 - Ability to use event name and logo in marketing, promotional/POS, and advertising materials (Subject to prior DIFFA approval)
-

CONTRIBUTION TO DIFFA CHICAGO: \$3750



DIFFA'S DINING BY DESIGN 2010
TABLE HOST RESPONSE FORM

DINING BY DESIGN

DIFFA/Chicago invites you to experience DIFFA's DINING BY DESIGN which is scheduled for November 4-6, 2010 at The Merchandise Mart. Leading designers, architects, artists, luxury retailers, florists, and celebrities create one-of-a-kind table environments that will be on display throughout Thursday, Friday and Saturday with the event culminating in an elaborate gala on the Saturday evening, November 6th.

COCKTAILS BY DESIGN

The table environments designed will be on display during our kickoff cocktail party on Thursday, November 4, 2010. Over one thousand guests will flock to The Merchandise Mart to view these inspired creations, and raise their glass to help DIFFA raise money for the fight against AIDS.

TABLE HOP & TASTE

Open house for the public with the bonus of wonderful wine pairings and delicious cuisine will occur on Saturday, November 6, 2010 from 11:00 a.m. to 3:00 p.m.

It's Easy to Participate and space is very limited

Simply complete the reservation form below to secure your participation and email or fax it to the DIFFA Office (info@diffachicago.org or fax 312.644.6413). An invoice will be issued upon receipt. Questions? Call 312-644-6412.

DINING BY DESIGN 2010 REGISTRATION INFORMATION

(Please refer to the DBD 2010 Sponsorship Benefits document for additional information)

- Yes, I would like to be a Platinum Table Host/Designer at \$20,000
- Yes, I would like to be a Gold Table Host/Designer at \$10,000
- Yes, I would like to be a Silver Table Host/Designer at \$5,000
- Yes, I would like to be a Bronze Table Host/Designer at \$3,750

Host Contact Name: _____

Host Company: _____

Address: _____ City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ Email: _____

Design Team Company: _____

Design Team Contact Person: _____ Phone: _____

I am unable to participate but would like to make a donation of \$ _____ to Dining by Design through the Endowment Fund.

Your time and talents are greatly appreciated ~ thank you!

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