

dine
out
for

GREATNESS

Oregon's Restaurants supporting Special Olympics



AUGUST 7, 2008

A Partnership For Greatness

Dear Culinary Friends,

No other industry, overall, makes a more significant difference in Oregon's communities than the **Restaurant Industry**. It not only employs thousands of Oregonians, but "gives back" in ways that strengthen all of our communities.

And no service organization has the potential to impact more Oregonians than **Special Olympics Oregon**, now working to bring its life-changing programs to tens of thousands of individuals with intellectual disabilities – the largest disability population in our state.

Last year, with your generous support, more than 100 of Oregon's restaurants made our inaugural "Dine Out for Greatness!" a success. We're aiming higher this year! SYSCO Food Services of Portland and the Oregon Restaurant Association are proud to partner again for the **2nd Annual "Dine Out for Greatness!" campaign to benefit Special Olympics Oregon on August 7, 2008!**

We hope you and your restaurant will join us again, making this the best year ever.

The need is great. And the great meet the need. We sincerely thank you.

Warm regards,



A handwritten signature in black ink that reads "Jay A. Ross".

Jay A. Ross
Chairman of the Board
Special Olympics Oregon



A handwritten signature in black ink that reads "Margaret A. Hunt".

Margaret A. Hunt
Chief Executive Officer
Special Olympics Oregon



Special Olympics

Oregon

Be a fan.™

The Purpose of Dine Out for Greatness



To Showcase the Greatness of Oregon's Restaurant Community

- Highlight the restaurant community's extraordinary citizenship
- Encourage Oregonians to "dine out" at their favorite restaurants

To Showcase the Greatness of Special Olympics Oregon

- Promoting the important statewide work of Special Olympics Oregon and its programs
- Raise funds to directly support individuals with intellectual disabilities – a challenge that impacts one in five Oregon families

Extraordinary Benefits for Your Restaurant

marketing collateral

Marketing Kit to include: Poster, Thank You Handbill, Window Decal, Table Tent and more

print

Multiple promotional spots in *The Oregonian*, *Portland Monthly* ads and Oregon Restaurant Association's *Main Ingredient* and SYSCO's *SYSCOfoodie*

television

State and regional television ads

radio

State and regional pre-recorded and live promotional spots

internet

Web promotional campaign, year-round feature on official campaign website (www.dineoutforgreatness.org), mention on Special Olympics Oregon (www.soor.org) and partners' websites and e-newsletters

transit

Regional transit advertising campaign

grassroots

Featured at multiple Special Olympics Oregon events, including The Bite of Oregon and Trail Blazers Street Jam

public relations

State and regional public relations support

pricing

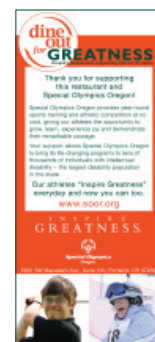
SYSCO will provide promotional pricing to participating restaurants (Restaurants must be established SYSCO customer in good terms during 2-week period of 07/28-08/09/08 to receive pricing benefit)

marketing collateral

2007 samples pictured, 2008 subject to change



poster



thank you handbill



window decal

Sign up online!
It's quick and easy.

www.dineoutforgreatness.org



Special thanks to our new Dine Out for Greatness media partner, LivePDX.com!
Visit them at www.livepdx.com.