

APRIL
AVRIL

21



A TASTE
FOR LIFE

*Hope Made
Delicious*

*Le délice de
l'espoir*

RESTAURANT PACKAGE

APRIL 21, 2021



**POZITIVE
PATHWAYS**
COMMUNITY SERVICES

www.aTasteForLife.org



**POZITIVE
PATHWAYS**



**A TASTE
FOR LIFE**

Thank you for your interest in Pozitive Pathways annual A Taste for Life event!

#DineIntoHelpOut

We are thrilled you would consider joining us for our 2021 A Taste for Life (ATFL) event. This year due to COVID 19 Pozitive Pathways (PPCS) is doing things a little different.

We understand our wonderful restaurant partners are in need of support throughout this pandemic! So, instead asking for a donation of 25% of sales, we are supporting our restaurant partners by encouraging ATFL participants to order from you anytime between April 21st to May 1st!

How it works:

- Pozitive Pathways Community Services encourages the community to order from participating restaurants during ATFL
- Restaurants distribute ATFL cards containing a unique code for that restaurant to all patrons who come in during the months of March and April.
- Patrons use that code to make a direct donation to PPCS online
- Local community sponsors are partnered with restaurants and match any donation made by using that restaurant's unique code from April 21-May 1 (No cost or money asked from the restaurant!)

www.aTasteForLife.org

ABOUT US

Positive Pathways Community Services (PPCS)

Positive Pathways is a leader in providing client advocacy and innovative quality services for people living with, affected by, or at-risk of HIV, Hepatitis C and other sexually transmitted blood borne infections (STBBIs). Since 1988, PPCS has evolved to address the emerging needs of our community. Our committed volunteers, peers, board and staff work very hard to offer in-reach and outreach services through both our Support Service and Needle Syringe programs. We also deliver educational presentations, workshops and or training to community members and service providers working with populations that are most vulnerable to HIV and or HCV.

About “A Taste For Life”

A Taste for Life started in Ottawa in 1999 in support of Bruce House and the Snowy Owl AIDS Foundation. Since then Taste has been joined by over 25 communities from Hamilton to Saskatoon, Toronto to Sudbury, London to Calgary. It has been successful in engaging with hundreds of restaurants and thousands of diners every year. PPCS will be joining other Canadian communities and hosting our fourth A Taste for Life on Wednesday, April 21st. A Taste for Life is also promoted nationally, including celebrities to be announced.

www.atasteforlife.org

When is A Taste For Life this year?

This year PPCS will be hosting A Taste for Life and collecting donations from:

**** April 21 to May 21 ****

How does A Taste For Life work?

Restaurants will promote A Taste for Life to patrons, distributing cards with a unique restaurant code patrons can use to make donations directly on our website.

Sponsors will partner with participating restaurants to match donations!

2020 A TASTE FOR LIFE

WOW!!!

Our 4th year of A Taste for Life was special!

Despite limitations due to the COVID 19 Pandemic we gathered together while staying apart.

- 3 online community events!
- Live music performances, film screenings, and game nights
- 8 participating restaurants & food businesses
- Hundreds of diners and event participants
- 9.8/10 feedback ratings from participating restaurants who said things like "gave us an exciting and unique opportunity to bring in customers!" , "Such a positive things to be a part of during this challenging time for us all:



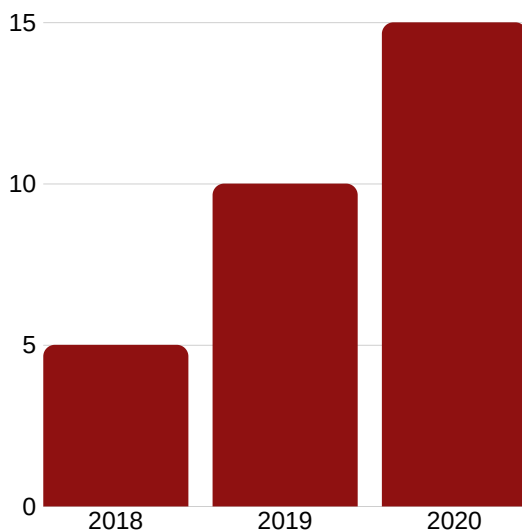
2021 A TASTE FOR LIFE

**This year, we want
A Taste for Life to be
bigger, better, and tastier!**

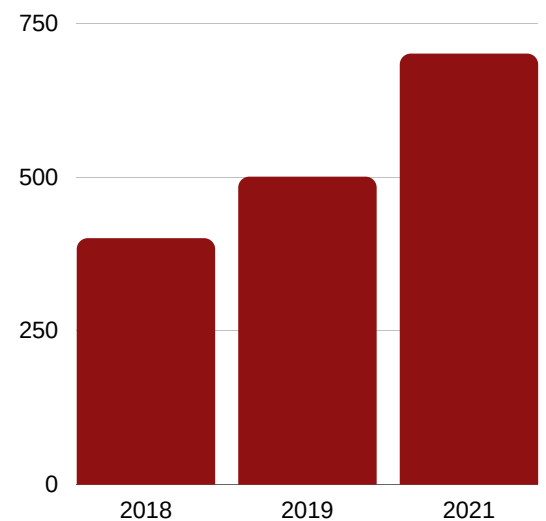
Introduction of
community partners
and sponsorship
opportunities!



15 Restaurants



700 Patrons



WHY BECOME A TASTE FOR LIFE RESTAURANT?

Community Engagement

We have restaurants across Windsor-Essex joining A Taste For Life. We are so excited to build on the success of last year. Windsor has joined over 20 communities and tens of thousands of diners across Canada until April 21 who will dine in to help out in support of their local HIV/AIDS service organization. It truly is hope made delicious!

Get Orders!

In 2019 we had over 500 diners join us at participating restaurants. Last year we hosted monthly events giving our restaurants multiple opportunities to connect with diners!

We had amazing feedback from the restaurants and patrons. This year, we're growing and can't wait to see all the people from the community come out and support!

Free Advertising

We strive to support our restaurants and create many opportunities to advertise to new customers! You will be featured in advertisements, social media content, and videos locally and nationally.

You will be joining a national event, starting in Ottawa in 1999 and they've brought in Canadian celebrity endorsements such as Rich Mercer.

#ATASTEFORLIFE

Make a Difference!

As a participating restaurant you will be supporting Positive Pathways COVID 19 relief efforts. Our clients are immunocompromised and we are going the extra mile to provide critical services while keeping them, and everyone else, safe and healthy.

#DINEINTOHELPOUT

WHY BECOME A TASTE FOR LIFE RESTAURANT

What are the Participating Restaurant's benefits?

- The event will be heavily promoted, including reference to you as a participating restaurant
- Your will be mentioned in press releases, media interviews, any online presence (ACW Social Media, aTasteForLife.org, Bell Media, BizX Magazine)
- We will encourage patrons to dine at your restaurant and take-out throughout the entire 10 days of A Taste for Life and the months leading up to it!
- We will provide you with promotional material (posters, postcards) to encourage your diners to return on event day
- Opportunity to connect with business sponsorship partners
- Restaurants with the top three highest donations will receive a thank-you certificate
- We will provide a charitable tax receipt for your donation
- Your restaurant will be participating in a national fundraiser that supports AIDS Service Organizations across Canada

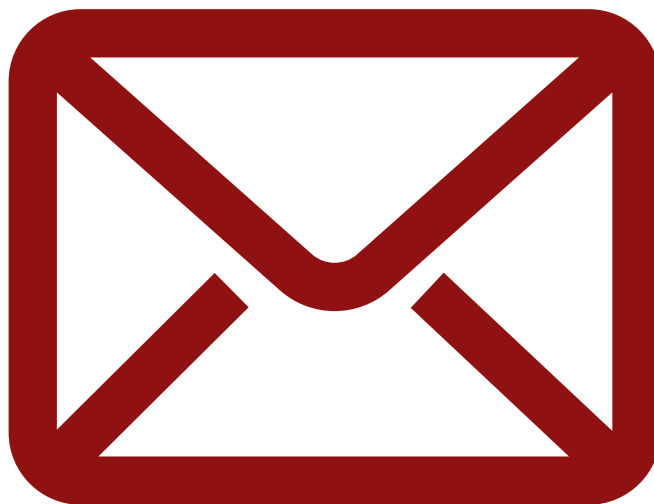
What will the Participating Restaurants do?

- Sign A Taste for Life participating restaurant agreement
- Display A Taste for Life promotional material for a minimum of two weeks prior to the event
- Distribute A Taste for Life cards with your unique restaurant code to each diner throughout March and April.
- (Optional) Participate in short video discussing your restaurant, your participation, and helping patrons to learn about how to order during COVID 19 (Approx. 1 minute in length, filmed during a 15 minute visit)
- Be willing to partner with our provided business sponsor to match donations made by patrons of your restaurant!

HOW TO GET INVOLVED?

Contact Starr Meloche
Community & Volunteer Engagement Coordinator
Positive Pathways Community Services
community@positivepathways.com
(226) 975-5767

Or fill out the form scan & email to:
community@positivepathways.com





THIS AGREEMENT made as of the ____ day of _____, 2021.

BETWEEN:

Positive Pathways Community Services (PPCS), a charitable organization incorporated under the laws of Ontario, and _____,

(name of establishment and its owner/operator) hereinafter to be known as the Host. In consideration of the mutual covenants and agreements herein contained and other good and valuable consideration, the parties hereto agree as follows:

Description of proposed fundraising activity:

The parties agree that commencing at on Wednesday, April 21st, 2021 and terminating on May 1st, 2021, an event, referred to as A Taste For Life, will occur for the purpose of raising money for Positive Pathways Community Services.

Responsibilities of Host Organization:

The Host agrees to:

1. Display A Taste For Life promotional material for 1 month prior to the event.
2. Display A Taste For Life promotional material on the day of the event.
3. Distribute A Taste for Life cards to all restaurant patrons from at least March 21st, 2021 to May 1st, 2021

Responsibilities of Positive Pathways Community Services:

AIDS Committee of Windsor agrees to:

1. Promote the event and the Host's participation through advertising in media, press releases, digital and social media, appearances, PPCS website as well as the official website: www.atasteforlife.org
2. Provide the Host with posters, cards and other print materials in order to promote the event.
3. Attempt to the best of its ability to help fill the Host's establishment.



Promotion:

The parties further agree that Pozitive Pathways Community Services (PPCS) shall organize all advertising, media releases and contacts. Any media mention of the event in any form either before or after the event must be approved in advance by the PPCS.

Division of Proceeds:

PPCS's proceeds from the event shall be defined as all donations made in addition to sponsorship donation matches. The Host will encourage patrons to make donations directly, and will not accept any donations on Pozitive Pathways Community Service's behalf.

Release and Indemnity:

The Host hereby releases the Pozitive Pathways Community Services from all actions, causes of action, claims and demands for damages, loss or injury which the Host may have or acquire at any time against PPCS in connection with the event.

The Host further agrees to indemnify and forever save the Pozitive Pathways Community Services harmless from and against any and all actions, causes of actions, claims and damages, losses, expenses, costs (including legal fees), charges and liabilities, arising out of or in connection with the participation in the event by the Host.

Cancellation of the Event:

The event may be cancelled by either party upon written notice delivered to the party not less than thirty (30) days before the event is to occur, or at any time upon the mutual agreement of the parties. Such notice shall be delivered as follows:

As to A Taste For Life:

Pozitive Pathways Community Services
511 Pelissier St.
Windsor, Ontario
N9A 4I2
(519)-973-0222

As to the Host:

Contact:

Address:

Restaurant Telephone: _____

Email:

Preferred communication method: Email Telephone Fax

Assignment Neither

party hereto may assign any of its interests in this agreement without prior consent of the other party.

Governing Law

This agreement shall be governed by and construed in accordance with the laws of the Province of Ontario.

IN WITNESS WHEREOF the parties hereto have executed this agreement as the date first written above.

For A TASTE FOR LIFE:

Name: _____

Signature: _____

For the HOST:

Name: _____

Signature: _____

I, _____, have authority to bind _____
(name of owner/operator) (name of restaurant)
in this contract with Positive Pathways Community Services (PPCS).



**POZITIVE
PATHWAYS**

THANK YOU



**POZITIVE
PATHWAYS**
COMMUNITY SERVICES



**A TASTE
FOR LIFE**

www.aTasteForLife.org