



## HOST RESTAURANT PROPOSAL PACK



**NCBI**

**Working for People with Sight Loss**

# About Dine in the Dark

Now in its fourth year, Dine in the Dark challenges people across Ireland to dine blindfolded to raise awareness and vital funds for our life transforming services.

This immersive experience invites diners to experience a meal in a completely new way where they will experience some of the challenges faces by those who are visually impaired.

Dine in the Dark is vital in raising funds and awareness about the work of NCBI and it is thanks to the generosity of people like you that it's getting bigger and better each year!





# About NCBI

The National Council for the Blind is Ireland's national charity working to transform the lives of those affected by blindness and vision impairment. NCBI works every day with people of all ages, from young babies to elderly individuals. We provide services to over 6000 people each year.

These services include practical life-skills training – in the areas of getting around with a cane or guide-dog, getting around safely and other daily activities such as cooking, laundry, shopping and socialising. They also provide one-to-one and phone counselling services to children and their families as well as adults who are affected by blindness and visual impairment.

In the age of voice technology NCBI trains individuals to use assistive technology to aid every day activities such as browsing the web, sending emails, filling out forms and reading. Where information services are concerned, NCBI promotes independence through literacy. The NCBI library offers over 20,000 books in a range of alternative formats (braille, audio etc.). We provide training and technology to teachers, professors and employers as well as students.

Each year, the NCBI Fundraising team need to raise €3 million to keep these services going so thank you for supporting the organisation, it is really appreciated.





# Get involved!

Dine in the Dark will give your customers a whole new dining experience that is exciting, emotive and unforgettable.

Many restaurants see it as a fun way to launch their winter menu, others use it as a platform to showcase their chef's imagination and skill while others make a fun event out of it, asking diners to guess what food they have just eaten. It is also a great opportunity for your chef to try out new flavours and tastes and has proven to be a great promotional event for restaurants.

Our Dine in the Dark hosts will empower over 54,000 vision impaired and blind people across Ireland to live safe, independent and fulfilling lives. We got very positive feedback from restaurants who hosted events in 2018 . We were pleased to attend events hosted by the European Parliament and organisations such as Google and Apple. We're pleased that this year's international event will take place in the UN headquarters in New York.





# How to get involved

This year we're recruiting Dine in the Dark Host Restaurants across Ireland who will roll out events any day from 19th of October to 27th October inclusive.

NCBI will create an Eventbrite listing for your event and sell tickets for €50. NCBI and your restaurant will each take 50% of the profits (less Eventbrite admin fees).

We will send you posters, tent cards and blindfolds along with social media advertising suggestions. The campaign will be complimented by a nationwide radio campaign and national and local print media prompting diners to book with our registered restaurant.

An NCBI representative would be happy to speak at your event also, if desired.





# Benefits of becoming a host restaurant

Signing up as a Dine in the Dark host restaurant comes with several benefits:

- Donation to NCBI so we can continue to transform the lives of those living with sight loss.
- Dine in the Dark materials such as blindfolds for your diners, posters and tent cards.
- Listing on our Dine in the Dark website and promotion across our social media platforms. Our PR plan will include a media launch coordinated by Wilson Hartnell, targeted online advertising and 40 radio ad slots directing people to our listed restaurants on Classic Hits 4FM.
- Possibility of an NCBI representative attending your event, talking about NCBI services and thanking your customers.
- Affiliation with NCBI's established legacy of innovation and genuinely life-changing services.





# Dine in the Dark PR plan

Together with the award-winning PR company, Wilson Hartnell, we will roll out a nationwide campaign to prompt people across Ireland to book their dining experience with our listed restaurants. Our media schedule involves:

- Nationwide radio ad campaign telling people to book their place.
- Targeted online ad campaign across our social media platforms.
- TV interviews with the face of our campaign (TBC).
- Printed media coverage at national and regional levels.
- Press release including your restaurant's name distributed to local press.
- Mention of your restaurant's participation in local radio coverage.





# Previous Dine in the Dark host restaurants

The following are just some of the restaurants who have hosted Dine in the Dark events:

- Fire Restaurant
- 10 Fleet Street
- The Blind Pig
- Bay restaurant
- Fishbone Restaurant
- Farmer Browns
- La Maison
- Morelands Grill
- The Morgan
- The Cornstore
- The Holy Smoke Restaurant
- The Oyster Tavern
- Aghadoe Heights Hotel
- The Brehon Hotel
- The Savoy Hotel
- The Central Bar
- Athlone IT
- Momo
- Courthouse Restaurant
- The Bective Restaurant
- House of Plates
- Flannery's Bistro





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