



A D R E N A L I N E

112 Hammond Dr
Atlanta, GA 30328
P 404.252.9995

 **Trend Influence**
www.trendinfluence.com

828 Ralph McGill Blvd
Suite W-7
Atlanta, GA 30306
P 404.593.2100
F 404.759.2442

Non Profit

Supper Club

Executive Summary

Supper Club - A fund raising initiative of Atlanta's table is enabled through a unique partnership between **Adrenaline and Trend Influence**. Collaboratively, both agencies and their client, the ACFB, have developed the Supper Club initiative into a powerful local brand that is closely followed by consumers and highly valued by restaurants. Via compelling creative and various engaging media tactics, Supper Club encourages foodies to dine out at a **specialty selected restaurant** or group of restaurants on a particular night. Atlanta's Table **receives 20 percent** of the night's proceeds and events are held throughout the year.

Atlanta Community Food Bank

Founded in 1979, the Atlanta Community Food Bank provides food and other donated products to more than 750 nonprofit partner agencies serving 38 counties across North Georgia centered on the Metro Atlanta area. Distributing these donations to low-income Georgians,

partner agencies provide dynamic links between the local community, the food bank and our supporters.

In addition to our core business of food distribution, the Food Bank has a number of projects that help build community including Atlanta's Table, Community Garden, Hunger 101, Hunger Walk/Run, Kids in Need, Product Rescue Center and The Atlanta Collaborative Ketchen (TACK).

Atlanta's Table

Primary role in the marketplace is to impact the fight against hunger, through collection and distribution of prepared and perishable food from the hospitality industry, while fostering a sense of community via collaboration with local businesses.

Strategy

Marketplace Challenge

Provide a simple, enjoyable, mutually beneficial vehicle to positively affect the lives of many Atlantans by fighting hunger in our community. Create the perception that giving back to the community can be

a natural bi-product of an enjoyable social occasion, such as dining out.

Target

Foodies - Anyone who frequently dines out in medium to high end restaurants socially concerned.

Objectives

1. Fight hunger through increase donations
2. Raise awareness of Atlanta's Table initiative and build the Supper Club community
3. Continue to foster partnerships with leading local restaurants

Creative

A fresh, colorful, feel-good creative look that serves up appetizing entree photography and cleverly extols the virtue of emptying your plate to fill another's via creative copy.

Print Advertising & Publicity

Atlanta Magazine, Access Atlanta, Atlanta Business Chronicle, Atlanta Daily World, Atlanta Intown, Atlanta Journal-

Constitution, Atlanta Voice, Creative Loafing, Northside Neighbor, and The Piedmont Review.

E-Mail

- Supper Club community database
- Online banner advertising on relevant websites

Web

ACFB Corp. Site, event listings on relevant websites, including:

- AccessAtlanta.com
- AtlantaBuzz.com
- AtlantaCuisine.com
- AtlantaIllustrated.com
- AtlantaFinestDining.com
- AtlantaSocialCalendar.com
- AtLowDown.com
- AtLMix.com
- CellarTastings.com
- CitySearch.com
- CreativeLoafing.com
- DigitalCity.com
- HudspethReport.com
- LivePoets.com
- SocialCrew.com
- Umix.net
- Food Scout
- USAEntertainment.com

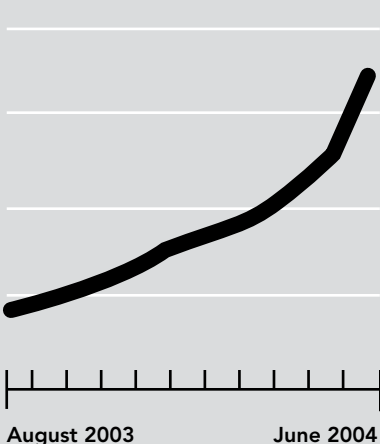
Event Print Collateral

Postcard, POP, and check presenters

Direct Mail

- Foodsharing (ACFB Newsletter)
- PR - Press releases to local media including TV, Radio, Print, and Web

Supper Club Database Growth



Within just one event season, The Supper Club generated over 255% in database growth.

Results

Fight hunger by generating significant financial contributions.

Donations from Supper Club 2003-2004 generated \$94,688.65 worth of groceries for Georgians in need.

Raise Awareness

In a years time, we helped transform a sparsely attended event into a regularly packed event.

Impressions on campaign via all medias estimated at 20,000,000.

Supper Club database grew 255% from 2002-2003 season to 2003-2004.

Expand partnerships with leading local restaurants

2003- 2004 Supper Club was held at many of Atlanta's premier dining establishments all of which were first time participants.

2003-2004 Schedule

August 2003
Ambra

September 2003
MidCity Cuisine

October 2003
Prime, Twist, Noche, Goldfish

November 2003
Sotto Sotto & Fritti

January, 2004
Nam & MF Sushi Bar

February 2004
Mitra & Sia's

March 2004
Horizon

April 2004
Misto

May 2004
Haven

June 2004
Vinocity

Print Advertisement



You say tomato, we say
donate-o

Tuesday, November 11

Join us for another great Supper Club evening! Dine out with your friends, family or coworkers at one of two great Italian restaurants - Fritti or Setto Setto - and 20% of your tab will be automatically donated to Atlanta's Table.



FRIITTI

309 North Highland Ave.
Inman Park
404-620-0630



313 North Highland Ave.
Inman Park
404-523-0728

Supper Club nights are hosted by sponsoring restaurants. The restaurant donates a generous 20% of the evening's proceeds to Atlanta's Table, a project of the Atlanta Community Food Bank.

Your part is easy. Watch for these ads in Atlanta magazine for the place and date of the next Supper Club night and call the restaurant for reservations.

To receive email reminders for upcoming Supper Club nights, sign up at scfb.org or leave your address at the event.

Fighting hunger never tasted so good!



Email Campaign

Atlanta's Supper Club

From: Pam Wolford <pwolford@atlantafirst.com>
Date: Friday, September 24, 2010 3:52 PM
To: John Colson <colson@atlantafirst.com>

Subject: Dinner @ Atlanta's Supper Club

Attachments: none



Supper Club

- email list
- tell a friend
- web

Supper Clubbers!

Fritti AND Sotto Sotto!

Tuesday, November 11 - Dine out with friends and a full 20% of your dinner tab will benefit Atlanta's Table!

Join us in Inman Park for another great Supper Club evening! Experience Atlanta's own "Little Italy" with your choice of two of Atlanta's "Top 50" restaurants (Atlanta Journal & Constitution): Fritti or Sotto Sotto.

Make plans today to share an evening with friends on Tuesday, November 11 - a full 20% of your dinner tab will benefit Atlanta's Table, the prepared food rescue project of the Atlanta Community Food Bank.



donate-o



Fritti, which means "fried" in Italian, offers a wealth of scrumptious fried appetizers, including Funghe Fritti, as well as 22 varieties of Neapolitan pizza cooked in a wood burning oven! Come experience a true Italian pizzeria.

404.850.9559 | Inman Park | 309 North Highland Avenue



Sotto Sotto provides an intimate space for you and your friends to unwind while dining on original dishes such as Rucolo Mantecato or Tortelli di Michelangelo.

404.523.6678 | Inman Park | 313 North Highland Avenue

A Chance to Win!

Thank you so much for supporting Supper Club! You've made this program a success. Now we need your help to spread the word about this fun, easy way to fight hunger in our local community.

Please tell all of your friends and associates to register between now and Nov. 30th and all Supper Club registrants will have an opportunity to win a gift certificate to Sotto Sotto/Fritti!

Supper Club is a great example of how one individual can make a difference and we want to **thank you** for helping us nourish stronger communities.

Make your reservations today for Tuesday, November 11th!

**Cheers,
Atlanta's Table**



[Register](#) | [Edit My Info](#) | [Remove Me From Your List](#) | [Privacy](#) | [Website](#)
| [Tell A Friend](#)

You are registered as [pwolford@atlantafirst.com](#).

If you are having problems with this email or linked on the web at:
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