

Request for Proposals (RFP) for Nonprofit Partnership Dine Downtown 2025

Overview: Dine Downtown is a ten-day-long culinary celebration produced by Downtown Sacramento Partnership. Dine Downtown supports central city restaurants during a particularly slow time of the year after the holidays. It will take place from Friday, January 10 to Sunday, January 19, 2025. During this time, restaurants across Sacramento will offer curated 3-course meals for \$45. For the past few years, \$1 from each meal sold has been donated to a local nonprofit organization through the Downtown Sacramento Foundation and last year over 10,000 meals were sold. This year, we would like to select an organization that addresses critical issues affecting downtown Sacramento.

Goals: The Downtown Sacramento Foundation supports the goals of its sister organization, Downtown Sacramento Partnership, to build value downtown. We do that by focusing on these main areas:

- **Managing Our Environment:** Ensure downtown is clean, safe, and welcoming for everyone
- **Creating Our Spaces:** Produce or advocate for public activations and amenities like beautification projects and community events.
- **Building Our Businesses:** Strengthen downtown's economic and market position as an office location, creative restaurant and entertainment hub, and desirable residential neighborhood.
- **Engaging Our Community:** Partner with other local organizations to foster emotional investment in downtown.

Purpose of the Donation: We aim to support nonprofit organizations focused on matters that impact downtown Sacramento, including:

- Farm-to-fork initiatives and downtown restaurant support
- Downtown arts and cultural activations and events
- Small business assistance
- Support access to healthy food for those in need

Eligibility Criteria: Nonprofits interested in applying must meet the following criteria:

- Be a registered 501(c)(3) organization
- Operate within or serve the Sacramento metropolitan area
- Have a mission that aligns with the goals of Downtown Sacramento Partnership and Downtown Sacramento Foundation

Proposal Guidelines: Interested nonprofits should submit a proposal that includes:

- A brief organizational background, including mission, programs, and contact information
- A project description outlining how the funds will be used

- Impact metrics detailing the expected outcomes and benefits to the downtown community
- A brief description of how your organization could help amplify Dine Downtown

Selection Criteria: Proposals will be evaluated based on their alignment with the goals of Downtown Sacramento Partnership and Downtown Sacramento Foundation and the potential impact on the community.

Anticipated Engagement: We estimate that between \$8,000–\$12,000 will be raised for the selected nonprofit. The donation is based on the amount of Dine Downtown meals sold in each restaurant. The selected nonprofit will also be featured during event promotions, including in messaging such as "\$1 from every Dine Downtown meal sold benefits [chosen organization]."

Format and Submission Instructions:

- Proposals should be submitted in PDF format.
- Submitters can email the PDF to our team marketing@downtownsac.org.

Timeline:

- **Proposal Submission Deadline:** November 22, 2024
- **Nonprofit Selection Announcement:** December 10, 2024

Contact Information: For questions or to submit proposals, please email marketing@downtownsac.org.

We look forward to partnering with an organization that shares our commitment to enhancing downtown Sacramento!