

# DIFFA's DINING BY DESIGN

## NEW YORK 2012

### YEAR 15 at PIER 94!

On March 22<sup>nd</sup> 2012, DIFFA launches its 15<sup>th</sup> annual tour of **DINING BY DESIGN**, the Foundation's premier fundraising platform. Once again, **DINING BY DESIGN** New York will be held in conjunction with the *Architectural Digest* Home Design Show at Pier 94. As always, DIFFA will assemble a talented and diverse cast of designers, artists, and personalities to put a spotlight on the unconventional, stylish and latest trends in design.

Currently, *The New York Times*, *Architectural Digest* and *Manhattan magazine* are **DINING BY DESIGN**'s New York media sponsors and we invite you to distinguish this highly anticipated annual event by creating and hosting a unique installation for 2012. Last year, over **31,000 attendees** passed through DINING BY DESIGN to view the installations.

Over the past fourteen years, **DINING BY DESIGN** has generated millions of dollars in grants in participating communities and DIFFA is proud to be among the top 50 funders of HIV/AIDS programs in the United States.

Those of you who are familiar with the event will note DIFFA has made some changes to expand participation opportunities for 2012 in the attached materials. We hope that you will choose to support DIFFA so the Foundation can continue its important work in the fight against AIDS.

For more information, please contact **Steven Williams, Director of Community Relations**, at **212-727-3100** or **[swilliams@diffa.org](mailto:swilliams@diffa.org)**.

Sincerely,



David Sheppard  
Executive Director

# DIFFA's DINING BY DESIGN

## NEW YORK 2012

### 2012 CALENDAR

#### COCKTAILS BY DESIGN

Thursday, March 22<sup>nd</sup>  
7 pm – 10 pm

Designers and guests mingle at Pier 94 during this dazzling preview of the amazing design installations, while sampling treats from NYC's top restaurants and gourmet food purveyors paired with delicious wine and cocktails.

TICKETS: \$150

#### PUBLIC VIEWING

Thursday, March 22<sup>nd</sup>  
through  
Sunday, March 25<sup>th</sup>  
10am – 7pm Daily

Explore the latest in design trends as you view the amazing installations and shop the silent auction.

#### GALA DINNER

Monday, March 26<sup>th</sup>  
6:30 pm – 11 pm

Cocktails and table hopping are followed by an elegant seated VIP dinner accompanied by dancing and a silent auction loaded with hospitality experiences and luxury items.

### LOCATION

#### PIER 94

12<sup>TH</sup> Avenue at 55<sup>TH</sup> Street  
Coinciding with the  
*Architectural Digest*  
Home Design Show

### What is DINING BY DESIGN?

**DINING BY DESIGN** brings together internationally celebrated designers and local talent to create three dimensional dining installations that awe, inspire and delight. These extraordinary dining environments—from the lavish and romantic to the outrageous and whimsical—set the stage for five days of fun and fundraising.

**DINING BY DESIGN New York** launches the national tour of the Foundation's premier fundraiser. For the fourth year, the event will be held in conjunction with the Architectural Digest Home Design Show at Pier 94.

### Who can design an installation?

DIFFA invites creative individuals and design oriented companies from all fields and disciplines to create installations. Past participants include top architects, interior designers, fashion designers, floral and landscape artists, graphic artists, event producers, retailers and design schools.

### Are there rules?

Each designer creates an extraordinary dining environment within the space allocated. Creative possibilities are endless, so long as guests can be seated for the GALA DINNER on Monday, March 26, 2012. Installation hosts invite their guests to join them for this extraordinary evening.

### Where does the money go?

DIFFA is one of the top 50 funders of HIV/AIDS service organizations in the world. Proceeds from DIFFA's fundraising events and other initiatives fund preventative education programs targeted to populations at risk of infection, treatment, and direct-care services for persons living with HIV/AIDS and public policy initiatives which add resources to private sector efforts.

### How can I get more information?

To participate and for further details, contact Steven Williams at (212) 727-3100 or [swilliams@diffa.org](mailto:swilliams@diffa.org).

*For additional information, please visit [www.DIFFA.org](http://www.DIFFA.org).*

## 2012 CALENDAR

### COCKTAILS BY DESIGN

Thursday, March 22<sup>nd</sup>  
7 pm – 10 pm

Designers and guests mingle at Pier 94 during this dazzling preview of the amazing design installations, while sampling treats from NYC's top restaurants and gourmet food purveyors paired with delicious wine and cocktails.

TICKETS: \$150

### PUBLIC VIEWING

Thursday, March 22<sup>nd</sup>  
through  
Sunday, March 25<sup>th</sup>  
10am – 7pm Daily

Explore the latest in design trends as you view the amazing installations and shop the silent auction.

### GALA DINNER

Monday, March 26<sup>th</sup>  
6:30 pm – 11 pm

Cocktails and table hopping are followed by an elegant seated VIP dinner accompanied by dancing and a silent auction loaded with hospitality experiences and luxury items.

## LOCATION

### PIER 94

12<sup>TH</sup> Avenue at 55<sup>th</sup> Street  
Coinciding with the  
*Architectural Digest*  
Home Design Show

## PLATINUM HOSTED INSTALLATION

### OVERVIEW OF BENEFITS

#### HOSTED INSTALLATION

- Ability to create a dynamic, branded signature Installation and host up to twenty (20) guests
- Design Installation footprint: 11' X 20'

#### INVITATIONS & HOSPITALITY

- Twenty (20) tickets to PUBLIC VIEWING\*
- Eight (8) tickets to COCKTAILS BY DESIGN
- Up to twenty (20) guests at GALA DINNER
- A DBD parting gift bag for each GALA DINNER guest

#### MULTIMEDIA

- Inclusion of image of Signature Installation within DBD NY multimedia assets TBD (i.e. Free Standing Inset in *The New York Times*, *Architectural Digest* and *Manhattan* magazine advertorial spreads and other online installation slideshows/photo galleries)
- One (1) full page advertisement in DBD Souvenir Event Program
- Inclusion in PLATINUM HOSTED INSTALLATION listings
- Inclusion within DIFFA.org

#### NAME/BRAND INTEGRATION

- Inclusion alongside other PLATINUM HOSTED INSTALLATIONS on DBD collateral materials, including, but not limited to, event collateral (i.e. souvenir event program, onsite signage, etc.) and press materials (i.e. releases and media kits)

#### RIGHTS AND DESIGNATIONS

- Designation as a PLATINUM HOSTED INSTALLATION
- Opportunity to promote event name and logo in marketing, promotional/POS, and other advertising materials (subject to prior DIFFA approval)

**CONTRIBUTION TO DIFFA:      \$20,000**

\*includes admission to the Architectural Digest Home Design Show

## 2012 CALENDAR

### COCKTAILS BY DESIGN

Thursday, March 22<sup>nd</sup>  
7 pm – 10 pm

Designers and guests mingle at Pier 94 during this dazzling preview of the amazing design installations, while sampling treats from NYC's top restaurants and gourmet food purveyors paired with delicious wine and cocktails.

TICKETS: \$150

### PUBLIC VIEWING

Thursday, March 22<sup>nd</sup> through  
Sunday, March 25<sup>th</sup>  
10am – 7pm Daily

Explore the latest in design trends as you view the amazing installations and shop the silent auction.

### GALA DINNER

Monday, March 26<sup>th</sup>  
6:30 pm – 11 pm

Cocktails and table hopping are followed by an elegant seated VIP dinner accompanied by dancing and a silent auction loaded with hospitality experiences and luxury items.

## LOCATION

### PIER 94

12<sup>TH</sup> Avenue at 55<sup>th</sup> Street  
Coinciding with the  
*Architectural Digest*  
Home Design Show

## GOLD HOSTED INSTALLATION

### OVERVIEW OF BENEFITS

#### HOSTED INSTALLATION

- Ability to create a dynamic, branded signature Installation and host up to ten (10) guests
- Design Installation footprint: 11' X 11'

#### INVITATIONS & HOSPITALITY

- Ten (10) tickets to PUBLIC VIEWING\*
- Four (4) tickets to COCKTAILS BY DESIGN
- Up to ten (10) guests at GALA DINNER
- A DBD parting gift bag for each GALA DINNER guest

#### MULTIMEDIA

- Inclusion of image of Signature Installation within DBD NY multimedia assets TBD (i.e. Free Standing Inset in *The New York Times*, *Architectural Digest* and *Manhattan* magazine advertorial spreads and other online installation slideshows/photo galleries)
- One (1) full page advertisement in DBD Souvenir Event Program
- Inclusion in GOLD HOSTED INSTALLATION listings
- Inclusion within DIFFA.org

#### NAME/BRAND INTEGRATION

- Inclusion alongside other GOLD HOSTED INSTALLATIONS on DBD collateral materials, including, but not limited to, event collateral (i.e. souvenir event program, onsite signage, etc.) and press materials (i.e. releases and media kits)

#### RIGHTS AND DESIGNATIONS

- Designation as a GOLD HOSTED INSTALLATION
- Opportunity to promote event name and logo in marketing, promotional/POS, and other advertising materials (subject to prior DIFFA approval)

**CONTRIBUTION TO DIFFA:      \$10,000**

\*includes admission to the Architectural Digest Home Design Show

## 2012 CALENDAR

### COCKTAILS BY DESIGN

Thursday, March 22<sup>nd</sup>  
7 pm – 10 pm

Designers and guests mingle at Pier 94 during this dazzling preview of the amazing design installations, while sampling treats from NYC's top restaurants and gourmet food purveyors paired with delicious wine and cocktails.

TICKETS: \$150

### PUBLIC VIEWING

Thursday, March 22<sup>nd</sup>  
through  
Sunday, March 25<sup>th</sup>  
10am – 7pm Daily

Explore the latest in design trends as you view the amazing installations and shop the silent auction.

### GALA DINNER

Monday, March 26<sup>th</sup>  
6:30 pm – 11 pm

Cocktails and table hopping are followed by an elegant seated VIP dinner accompanied by dancing and a silent auction loaded with hospitality experiences and luxury items.

## LOCATION

### PIER 94

12<sup>TH</sup> Avenue at 55<sup>th</sup> Street  
Coinciding with the  
*Architectural Digest*  
Home Design Show

## SILVER HOSTED INSTALLATION

### OVERVIEW OF BENEFITS

#### HOSTED INSTALLATION

- Ability to create a dynamic, branded Signature Installation and host up to eight (8) guests
- Design Installation footprint: 11' X 11'

#### INVITATIONS & HOSPITALITY

- Six (6) tickets to PUBLIC VIEWING\*
- Two (2) tickets to COCKTAILS BY DESIGN
- Up to eight (8) guests at GALA DINNER
- A DBD parting gift bag for each GALA DINNER guest

#### MULTIMEDIA

- One (1) full page advertisement in DBD Souvenir Event Program
- Inclusion in SILVER HOSTED INSTALLATION listings
- Inclusion within DIFFA.org

#### NAME/BRAND INTEGRATION

- Inclusion alongside other SILVER HOSTED INSTALLATIONS on DBD collateral materials, including, but not limited to, event collateral (i.e. souvenir event program, onsite signage, etc.) and press materials (i.e. releases and media kits)

#### RIGHTS AND DESIGNATIONS

- Designation as a SILVER HOSTED INSTALLATION
- Opportunity to promote event name and logo in marketing, promotional/POS, and other advertising materials (subject to prior DIFFA approval)

**CONTRIBUTION TO DIFFA:      \$5,000**

\*includes admission to the Architectural Digest Home Design Show

## 2012 CALENDAR

### COCKTAILS BY DESIGN

Thursday, March 22<sup>nd</sup>  
7 pm – 10 pm

Designers and guests mingle at Pier 94 during this dazzling preview of the amazing design installations, while sampling treats from NYC's top restaurants and gourmet food purveyors paired with delicious wine and cocktails.

TICKETS: \$150

### PUBLIC VIEWING

Thursday, March 22<sup>nd</sup>  
through  
Sunday, March 25<sup>th</sup>  
10am – 7pm Daily

Explore the latest in design trends as you view the amazing installations and shop the silent auction.

### GALA DINNER

Monday, March 26<sup>th</sup>  
6:30 pm – 11 pm

Cocktails and table hopping are followed by an elegant seated VIP dinner accompanied by dancing and a silent auction loaded with hospitality experiences and luxury items.

## LOCATION

### PIER 94

12<sup>TH</sup> Avenue at 55<sup>th</sup> Street  
Coinciding with the  
*Architectural Digest*  
Home Design Show

## EMERGING DESIGNER TABLESCAPES

### ELIGIBILITY

Any emerging designer who has never hosted their own installation in past years is eligible to participate.

### OVERVIEW OF BENEFITS

#### HOSTED TABLESCAPE

- Ability to create a tablescape and host up to four (4) guests
- Design Installation footprint: 8' X 8'

#### INVITATIONS & HOSPITALITY

- Four (4) tickets to PUBLIC VIEWING\*
- Two (2) tickets to COCKTAILS BY DESIGN
- Up to four (4) guests at GALA DINNER
- A DBD parting gift bag for each GALA DINNER guest

#### MULTIMEDIA

- One (1) full page advertisement in DBD Souvenir Event Program
- Inclusion in EMERGING DESIGNERS listings

#### NAME/BRAND INTEGRATION

- Inclusion alongside other EMERGING DESIGNERS on DBD collateral materials, including, but not limited to, event collateral (i.e. souvenir event program, onsite signage, etc.) and press materials (i.e. releases and media kits)

#### RIGHTS AND DESIGNATIONS

- Designation as an EMERGING DESIGNER TABLESCAPE
- Opportunity to promote event name and logo in marketing, promotional/POS, and other advertising materials (subject to prior DIFFA approval)

**CONTRIBUTION TO DIFFA:      \$2,500**

\*includes admission to the Architectural Digest Home Design Show

# DIFFA's DINING BY DESIGN New York 2012

## Response Form

It's Easy to Participate! Space is limited!

To secure your space, please complete the reservation form below and e-mail it to [swilliams@diffa.org](mailto:swilliams@diffa.org) or fax it back to: 212.727.2574

### Please Note:

- **PLATINUM INSTALLATIONS** must fit within an 11' X 20' space
- **GOLD & SILVER INSTALLATIONS** must fit within an 11' X 11' space
- **EMERGING DESIGNER TABLESCAPES** must fit within an 8' X 8' space
- If desired, DIFFA will provide basic rental tables, chairs, tableware, etc.

---

\_\_\_\_\_ Yes, I would like to host a **PLATINUM** INSTALLATION at \$20,000

\_\_\_\_\_ Yes, I would like to host a **GOLD** INSTALLATION at \$10,000

\_\_\_\_\_ Yes, I would like to host a **SILVER** INSTALLATION at \$5,000

\_\_\_\_\_ Yes, I would like to host an **EMERGING DESIGNER** TABLESCAPE at \$2,500

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

Signature: \_\_\_\_\_

I am unable to participate; enclosed is my donation of \$ \_\_\_\_\_

**Steven Williams**

DIFFA, 200 Lexington Avenue, Suite 910, New York, NY 10016  
**phone:** 212.727.3100 **fax:** 212.727.2574 **e-mail:** [swilliams@diffa.org](mailto:swilliams@diffa.org)

**Thank you! Your support is greatly appreciated!**