



NUMBER 15 at PIER 94!

On March 22, 2012, DIFFA launches its 15th annual tour of **DINING BY DESIGN**, the Foundation's premier fundraising platform. Held in tandem with the Architectural Digest Home Design Show at Pier 94, **DINING BY DESIGN** attracts a talented and diverse cast of designers, artists, and personalities to spotlight the unconventional, stylish, and latest trends in design.

DIFFA is proud to announce that James Druckman, President and CEO of the New York Design Center, will be honored at this year's gala on March 26th. James is a DIFFA Trustee and has played a pivotal role in the evolution of **DINING BY DESIGN**, which began as a one-night, one-city event.

Over the course of five days, in addition to viewing the amazing installations, guests bid on an impressive array of luxury items and experiences offered through the **DINING BY DESIGN** silent auction. Last year, over 31,000 attendees passed through **DINING BY DESIGN** to view the installations and bid, raising over \$48,000 in the fight against HIV/AIDS.

Won't you please consider donating a hospitality experience or luxury item to the event's Silent Auction? An information packet is included that details levels of participation and the requisite benefits. With 1.2 million people living with HIV in America today and 60,000 more Americans becoming infected every year, your support is as important as ever.

Over the past twelve 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. DIFFA has been through some challenging times, but we are seeing encouraging changes in the design industries and in the charitable world as well. We hope that you will choose to support DIFFA so that 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**

Sincerely,

A handwritten signature in black ink that reads 'Steven Williams'.

Steven Williams
Director, Community Relations & Operations



DIFFA's DINING BY DESIGN New York 2012 Fact Sheet

- CONTACT:** Steven Williams
e: swilliams@diffa.org
ph: 212.727.3100
- DATE:** Thursday, March 22 – Monday, March 26, 2011
- VENUE:** Pier 94—12th Avenue at 55th Street
(Adjacent to and coinciding with the Architectural Digest Home Design Show)
- CONCEPT:** Every spring in New York, DINING BY DESIGN premieres in a brilliant blast of cuisine, creativity, and spectacle. The event features design luminaries and culinary giants in a feast for the eyes and palate.
- CHAIRS:** TBD
- SCHEDULE:**
- LOAD-IN**
Tuesday, March 20 and Wednesday, March 21; Times TBD
- SPECIAL PREVIEW OF ADHD SHOW & PUBLIC TABLE VIEWING**
Thursday, March 22
10:00AM-7:00PM
Tickets are \$95 (includes special preview of ADHD Show)
- COCKTAILS BY DESIGN**
Thursday, March 23; 7:00—10:00PM
Tickets \$150 (includes admission to ADHD Show)
This evening of food, frivolity, and fabulousness sets the stage for Monday night's gala. Designers and guests mingle, sip wines from DIFFA's wine sponsor paired with tastes from New York's top restaurants and gourmet food purveyors, preview the installations, and shop the event's silent auction.
- PUBLIC TABLE VIEWING**
Friday, March 24 (10:00AM—7:00PM); Saturday, March 19 (10:00AM—6:00PM);
and
Sunday, March 25 (10:00AM-6:00PM)
Tickets are \$25 (includes admission to ADHD Show)
View the amazing installations and shop the silent auction. Open to the public.
- GALA DINNER**
Monday, March 26; 6:30—11:00PM
Cocktails and table hopping are followed by a seated dinner, dancing, dessert, and an exclusive silent auction.
- LOAD-OUT**
Tuesday, March 27; Time TBD



DIFFA'S DINING BY DESIGN 2012 Silent Auction Donor Levels & Benefits

Diamond Donor

(Donation has retail value of \$6,000 or more)

- **4 tickets to COCKTAILS BY DESIGN**
- **6 tickets to PUBLIC TABLE VIEWING & ADHD Show**
- Full-page black & white ad in Official DBD GALA DINNER Program
- Recognition of company name alongside other Diamond Donors in DBD Official GALA DINNER Program
- Opportunity to merchandise a prominent stand-alone display of your experience within the larger silent auction area
- Recognition of company name on auction signage, bid sheet, etc.
- Opportunity to offer a small promotional item in the GALA gift bag
- Opportunity to use DBD logo in marketing, promotional/POS, and advertising materials (subject to prior DIFFA approval)

Emerald Donor

(Donation has a retail value of \$2,500 - \$5,999)

- **2 tickets to COCKTAILS BY DESIGN**
- **4 tickets to PUBLIC TABLE VIEWING & ADHD Show**
- Full-page black & white ad in Official DBD GALA DINNER Program
- Recognition of company name alongside other Sapphire Donors in Official DBD GALA DINNER Program
- Recognition of company name on auction signage, bid sheet, etc.

Sapphire Donor

(Donation has a value of \$750 - \$2,499)

- **4 tickets to PUBLIC TABLE VIEWING & ADHD Show**
- Recognition of company name alongside other Sapphire Donors in Official DBD GALA DINNER Program
- Recognition of company name on auction signage, bid sheet, etc

*Experiences of less than \$750 value are welcome and will be recognized in printed materials, but may be combined to form complimentary experience packages.



**DIFFA'S DINING BY DESIGN 2012
Silent Auction Form**

PLEASE FAX FORM TO DIFFA AT **212.727.2574** ATTN: **Steven Williams**

_____ **YES!** I WILL BE HAPPY TO CONTRIBUTE AN ITEM FOR THE
DINING BY DESIGN SILENT AUCTION

COMPANY _____
(as you wish it to read in all printed materials)

CONTACT _____

ADDRESS _____

CITY _____ **STATE** _____ **ZIP** _____

TEL. _____ **FAX.** _____

EMAIL _____

PLEASE COMPLETE:

ITEM DESCRIPTION _____ ***VALUE*** _____

DIFFA REQUESTS ALL DONATIONS BE DELIVERED BY FRIDAY, March 9, 2012

Ship to: DIFFA
200 Lexington Avenue, Suite 910
New York, NY 10016
Attn: Steven Williams

Please contact Steven at **212.727.3100** or by email at **swilliams@diffa.org** with any questions.
Thank you!

*All donations are tax-deductible to the full extent of the law. Anticipate a letter **following** the event acknowledging such.*