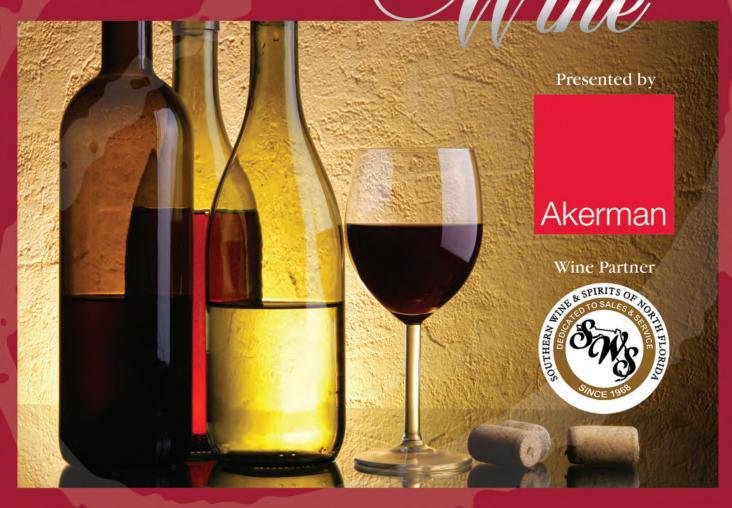
# 2012 SCIENCE OF





Saturday, May 19, 2012 Champagne Reception 6:00 to 7:00 p.m. Grand Tasting 7:00 to 10:00 p.m. Contact: Kathy Lopus | 407.514.2233 | klopus@osc.org



# Welcome to the Orlando Science Center's 2nd Annual Science of Wine.

Science of Wine is not just another wine tasting.

Yes, it is an opportunity to sample over 100 fine wines from all the most important wine regions of the world. A wide range of wineries will be offered!

Yes, there will be plentiful gourmet and casual food offerings to accompany the wide range of wine selections.

In addition, the Science Center will offer hands-on, interactive, wine knowledge building seminars and workshops during the Science of Wine event. Proposed topics include:

- How Wine is Made/The Magic of Fermentation
- The Super Palette...Simple Sensory Evaluation of Wine
- Food and Wine Pairing/Health Aspects of Wine
- Meet the Winemakers & Sommeliers
- Learn the ins and outs of choosing a wine from a restaurant wine list

## Background:

- The U.S. wine industry is a \$30 billion business and growing.
- Per capita consumption continues to rise in the U.S.
- Wine's core consumer—affluent baby boomers—are still a huge market.
- Research indicates that younger generations are also moving toward wine, attracted to its variety and sociability.

# **Demographics:**

The demographic of fine wine drinkers noted below closely align with the Orlando Science Center member/guest.

- 75% of frequent wine consumers are married.
- 87% are homeowners, concentrated in the highest value home communities.
- 64% have household incomes over \$100,000.
- 47% have completed college. A further remarkable 35% have completed graduate school.
- More than 28% of regular wine consumers have upper management positions.
- Two-thirds of wine consumers enjoy foreign travel, cultural events and active sports.

While no one is immune to the current economic uncertainty, this demographic faces this environment from a somewhat more protected situation.

The Science of Wine at the Orlando Science Center provides our partners with the opportunity to access this highly viable target market.

### **About the Orlando Science Center:**

The Orlando Science Center's mission is to inspire science learning for life. Our goal is to create unique experiences that encourage science, technology, engineering, and math (STEM) education using hands-on exhibits and interactive programming. The Science Center is the most popular museum in Central Florida and served 350,000 guests last year. A not-for-profit organization, the Science Center is devoted to the entire Central Florida community and the education of our youngest future scientists and engineers.



# **Sponsorships**

All sponsorships include event tickets, exclusive admission to the VIP Champagne Reception, various levels of promotional benefits both in print and in social media providing access to this highly sought after Central Florida demographic.

#### Presenting Sponsor \$10,000 reserved by Akerman

- · All benefits below.
- Exclusive industry sponsorships.

#### Gold \$5,000

- 24 event tickets, which tickets include attendance at the exclusive pre-event Champagne Reception.
- One year corporate membership at the Orlando Science Center providing year round recognition as well as guest access to the Science Center for sponsor's employees.
- Pre-event recognition with sponsor logo on printed materials including Scope magazine to reach 6,000+ Science Center member households, community and Central Florida political and business VIP's.
- Event recognition on program and in high visibility areas throughout the event.
- Sponsor logo and recognition on Science Center website. Link to sponsor website from the Science Center website.
- Sponsor recognition on all possible "earned" media. E.g. press releases, radio & tv exposure, internet viral campaign and social media.

#### Silver \$2,500

- 18 event tickets, which tickets include attendance at the exclusive pre-event Champagne Reception.
- Pre-event recognition with sponsor logo on printed materials including Scope magazine to reach 6,000+ Science Center member households, community and Central Florida political and business VIP's.
- Event recognition on program and in high visibility areas throughout the event.
- Sponsor logo and recognition on Science Center website.
- Sponsor recognition on all possible "earned" media. E.g. press releases, radio & tv exposure, internet viral campaign and social media.

#### **Bronze \$1,500**

- 14 event tickets, which tickets include attendance at the exclusive pre-event Champagne Reception.
- Pre-event recognition with sponsor logo on printed materials including Scope magazine to reach 6,000+ Science Center member households, community and Central Florida political and business VIP's.
- Event recognition on program and in high visibility areas throughout the event.
- Sponsor recognition on Science Center website.
- Sponsor recognition on all possible "earned" media. E.g. press releases, radio & tv exposure, internet viral campaign and social media.



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