



## TechStart Education Foundation Uncork-ED 2009 – “THRIVE” Wine Partner Opportunity

### **What is Uncork-ED?**

Uncork-ED is the annual philanthropic wine tasting and auction fundraiser for TechStart Education Foundation. This is a networking event for high tech and education professionals from Oregon and SW Washington and a time to gather and honor educators and students who excel in technology pursuits in K-12 schools. The event includes:

- 90-minute wine tasting and "brown bag" wine pull
- Fine-food, sit-down dinner
- Presentation with announcement of the Technology Educator of the Year Award and recognition of the Student Technologist of the Year Award
- Live auction and "direct ask" donation
- Student technology project demonstrations

The theme of the 2009 Uncork-ED Wine Tasting and Charity Gala is “Thrive”. This year’s event will be held on Saturday, September 26 at the Portland Art Museum’s Kridel Grand Ballroom from 6 to 10 pm. General event attendance is typically around 300 people and is made up of a mix of professionals from technology, business and education.

### **What is the role of the wine donors and TechStart?**

The wine partner plays a crucial role in the Uncork-ED event each year as the patrons have grown to expect and look forward to enjoying a wine tasting experience. The attendee profile for the event includes wine enthusiasts who are buyers and collectors of wine. Your contribution to Uncork-ED is an exciting way to introduce and build relationships with the high tech and education leaders in the community and help support the future of technology education and access for students in Oregon and SW Washington.

### **Wine Tasting: description and requirements from wine tasting partners**

- Seeking six to ten wineries, each pouring 2-4 wines (mix of red and white)
- Typical wine consumption is 1-1 ½ cases each of red and white
- Wine sales TBD; all sales and delivery must be handled by winery
- Prefer two winery representative on site to pour; if can't send 1-2 people, we can provision for staff to pour
- Sales materials and signage welcomed
- Pouring facility – 6 foot table with dress; glasses provided by venue
- Auction item: The wine partner can offer an item at auction to further promote the partner's business

## TechStart Education Foundation – UncorkED Wine Tasting Program

### Wine Pull

The Wine Pull has become an expected and sought-after entertainment element at Uncork-ED in recent years. Patrons pay \$25 to pull a "brown bag" bottle and take their chances with "what's inside". We are seeking 100 bottles from a single source such as a wine shop, or a mix a wine shop and bottles donated by wineries. The addition of wines from tasting partners provides another opportunity to market the winery and further contribute to TechStart programs.

- Seeking a minimum of 100 bottles
- Donated, or at a maximum TechStart cost of \$10 per bottle

### Logistics and Marketing

- TechStart will support pre-event set-up and certain event activities to be defined. These activities will include ensuring all tables, wine and stemware are in place and of mutually agreed upon condition by TechStart and winery.
- Winery must arrive and set-up on day of the event by no later than 4 p.m.
- TechStart volunteers will staff the wine pull.
- TechStart offers winery a no-cost sponsorship of the Uncork-ED event, including winery brand promotion in pre-event marketing and on-site collateral; vendor logo provided to TechStart for use in marketing immediately upon agreement of proposal.
  - logo on electronic promotion if provided in advance of promotion
  - logo on any procured advertising
  - mentions in all PR
  - logo featured at tasting tables, in event on-screen presentation, and in auction program/catalog

### About TechStart Education Foundation

The TechStart Education Foundation ([www.techstart.org](http://www.techstart.org)) is a 501(c)3 nonprofit that was founded in 2003 by the Software Association of Oregon (<http://www.sao.org>), a trade association with more than 450 member organizations. TechStart strives to nurture a passion for all of technology among K-12 students in Oregon and SW Washington by promoting and supporting wider access to technology learning to transform how students learn, to sharpen their thinking and to influence their success beyond graduation. For more information about TechStart, contact Natasha MacDonald, Executive Director, at 503-228-5429.

### For more information about participation, please contact:

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