

Feast your senses at the SunCoast's premier food & wine festival!
January 27-30, 2012

The Sarasota-Manatee Originals Who We Are

The Sarasota-Manatee Originals was established in September 2003 from a shared passion to celebrate and preserve our community's culinary "sense of being." A group of 24 independent restaurateurs from Sarasota and Manatee counties joined together to become Florida's first chapter of a group of this kind. The Sarasota-Manatee Originals now boast more than 50 active members located between Anna Maria Island at the northernmost point and Venice at the southernmost point.

Nowhere in the state is the sense of independence and quality more important than the Sarasota-Manatee area. Within a 20-mile radius of downtown Sarasota, there are more Florida Trend Award and Zagat top-scoring restaurants than any other area – and every one of these award winners is independently owned.

Our independent restaurant owners and chefs are obsessed with the flavors that define our region, yet are always looking for ways to incorporate interesting styles of cuisine from around the world into our own brand of Sun Coast dining. Our motto is: "Eat Like a Local". We promise to serve you only the freshest food available. Our long-standing relationships give us the distinct advantage of offering you meals prepared within hours of harvest from fields and waters close to our kitchens.

Many of us have been serving locals and visitors alike for 20 to 30 years and have established a culinary heritage that simply can't be replicated in the corporate kitchens of Chicago, Los Angeles or Dallas. We live here, work here and play here.

From a casual meal on the beach to an exquisite four-course fine dining experience, we guarantee the meals you eat at member restaurants are freshly prepared using the best local ingredients combined with the famous heritage flavors of the Sun Coast. It's what makes us The Originals!

www.freshoriginals.com

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Our Fifth Annual Forks & Corks Food & Wine Festival

Feast your senses during the Sun Coast's premier food, wine and beer festival – Forks & Corks 2012 will showcase the palate-pleasing products of an international cast of visiting winery owners, winemakers and brewmasters alongside the deliciously diverse cuisine of over 50 members of The Sarasota-Manatee Originals restaurants.

This fifth annual epicurean event will be held in the spectacular courtyard of The John and Mable Ringling Museum of Art, the elegant ballroom of Michael's On East and exciting venues across the region. The Forks & Corks world-class weekend of food, wine and beer offers you a feast for your senses through various vintner and brewmaster events; interactive food, wine and beer seminars; and The Grand Tasting, which will feature a wide variety of wine and beer, food sampling from nearly 50 top local restaurants, live entertainment, and more.

Winemaker/Brewmaster Events

Friday, January 27 & Saturday, January 28 - Various member restaurants and other locales

Events range from intimate affairs at participating member restaurants and Originals-catered dinners in fabulous private homes, to casual tasting events around the community. Participating wineries will showcase wines from their top vintages and introduce new releases.

Some examples of past winemaker events at Forks & Corks: Euphemia Haye offered an entertaining Spanish Classics luncheon while Harry's Continental Kitchens focused on Napa Valley for their unique wine event. Michael's on East featured regions of France for not one, but two exquisite dinner events. Café Baci paired its Italian cuisine with Banfi Vintners, while Andrea's teamed up with Allegrini, San Polo and Poggio al Tesoro. The Bijou and Ophelia's on the Bay pulled out all the stops with dinners featuring Iron Horse Vineyards and Long Meadow Ranch, and Hook & Ladder and Quady Winery respectively. Polo Grill's Fete Catering impressed with a memorable dinner party at a private residence which featured Quintessa and Flowers Winery.

Forks & Corks University

Saturday, January 28 - Michael's on East Ballroom/Michael's Wine Cellar

Educational and exciting, our interactive seminars and master classes are led by recognized food and wine experts from around the world. Presented at various locations around Sarasota, this day will take your wine and food knowledge to another level!

As part of Forks & Corks University, we have shared chef's secrets, demonstrated divine original recipes, explored the leading wine regions of the world (without ever leaving Sarasota!), blended wines with abandon, tasted with top brewmasters, and offered a master class on Bordeaux with visiting winemakers and Chateau owners from the region, and were inspired by the Rhone Ranger himself, Randall Grahm of Bonny Doon Winery.

The Grand Tasting

Sunday, January 29, noon-4:00 pm - The Ringling Museum of Art Courtyard

The Grand Tasting is the ultimate destination for the foodie and wine or beer lover! Last year, the Ringling Museum's iconic statue of David gazed upon the crowd as they enjoyed perfect weather and a variety of sweet and savory fare prepared by our members restaurants.

The acclaimed vintages of over 80 wineries from around the world were poured, with winemakers from California, Italy, Australia and many other locales chatting with guests and enjoying the excitement of the afternoon. The Originals were proud to host a special group from the Union des Grands Crus de Bordeaux for a second year.

The Grand Tasting of 2012 promises to be even more exciting with new Originals restaurants serving their specialties alongside well-known local favorites. We will feature our popular silent auction to benefit our local food bank. New this year, you will have the opportunity to purchase your favorite wines sampled during the afternoon. We do recommend that you buy your tickets in advance once they go on sale or you might risk missing out - last year was a sell out!

Reasons to Get Involved

A survey following the 2011 Forks & Corks events found the participant/patron demographics to be:

~ 58.7 % Female; 39.7% Male

~ Age of participants/patrons

4% are 20-30 years old

6% are 31-40 years old

15% are 41-50 years old

28% are 51-60 years old

45% are over 61 years old

~ Estimated annual income of participants/patrons

4% at or under \$50k

13.7% at \$51-75k

13.9% at \$76-100k

49.4% over \$101k

~ At the time of the event, residential locations of participants/patrons

82.9% reside in Sarasota/Manatee Counties

15.7% reside outside the two counties, state or country

~ When asked how Forks & Corks compare to other events in the area

90.3% rated Forks & Corks events better than other events in Sarasota and Manatee Counties

~ 94.3% of participants/patrons were very satisfied with the Forks & Corks events

~ 95.2% are likely to attend again

~ 95.6% are likely to recommend this event to a friend or colleague

Over the past 4 years, Forks & Corks has raised over \$110k for our charitable partners, Meals on Wheels Plus, and The John and Mable Ringling Museum of Art

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Accolades

“Don’t miss The Grand Tasting at the Ringling Museum of Art when restaurants and wineries cradle the waterfront courtyard, and live music and fine art beckon.” ~Florida Travel + Life

“Miami isn't the only Florida city that knows how to throw a culinary celebration. Sarasota, Florida -- a smallish city along the Gulf of Mexico south of Tampa Bay -- holds its own. Recently, I dropped by the Grand Tasting at Forks & Corks. This fourth-annual food-and-wine focused event brings together the wine-os and the foodies for four days of imbibing and noshing.” ~Slashfood

“Food and wine events around Sarasota are about as common as dolphin sightings in our clear blue gulf waters. These festivals all vie for our attention, dollars and palates. Not that there’s a bad one in the bunch mind you. But, now we have clear winner in the race for our culinary affections.” ~DineSarasota.com

“Forks & Corks was a veritable roll call of the most outstanding restaurants in the area and immediately reminded attendees of how many culinary blessings we enjoy in the Sarasota/Manatee region. Overall the event was nothing short of perfect. Hats off to the Sarasota-Manatee Originals for another smashing success and if you missed it, I'd strongly recommend tuning in next year for what's sure to be another first-rate festival.” ~The Bradenton Times

“As it’s been every year in its four-year history, it was phenomenal.” ~VisitFlorida

“Tourism is the life blood of the Suncoast economy and on Sunday thousands gathered at the Ringling Museum, as Sarasota showed off one of its biggest tourist attractions - fabulous food and fine wine.” ~ABC-7

“Each delicious bite taken during The Sarasota-Manatee Originals’ third annual Forks and Corks event is a potentially tasteful business boost for participating area restaurants.” ~Bradenton Herald

“...overwhelmed by the spread the Originals have pulled together over the last three years.” ~SRQ Magazine

“‘The food is absolutely superb,’ said Sarasota resident Jon Bridgford. Bridgford attended the Forks & Corks event with his wife, Janet, for the third year in row. A sea of people packed the courtyard at the John & Mable Ringling Museum of Art for the event. ‘Having it at the museum, at this venue is just perfect,’ Bridgford said. ‘I hope they never move it.’ The tasting was not just a time for friends, food and wine, but patrons were also in a charitable mood as hundreds took part in a silent wine auction benefitting Meals on Wheels of Manatee. The non-profit raised in the ballpark of \$8,000 during the auction, which will mean as many as 6,000 meals for local seniors in need, according to Meals on Wheels Vice President Haskell Gates.” ~Bradenton Herald

“In its third year, Forks and Corks food, wine and beer festival is upping the stakes with an impressive lineup ... With 85 wineries and 36 restaurants participating, this four-day culinary celebration brings together world-renowned vintners and brewmasters and talented regional chefs, showcasing the city of Sarasota to attendees from all over the country.” ~The Observer Group

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Forks & Corks 2012 Sponsorship Opportunities

Sponsors are an essential part of the Forks and Corks festival. As a one-of-kind event in Sarasota, Forks & Corks 2012 is a leading platform for brand exposure. We work hard to acknowledge our supporters and ensure that you experience all that the Festival has to offer. Media and in-kind sponsorships benefits differ than those listed below. Please contact Kate Atkin kate@freshoriginals.com if you are interested in media or in-kind sponsorship.

Master Chef - \$20,000

All benefits listed below **PLUS:**

- **Replacing** full page ad, double-truck color ad with a premium placement, ad in the Forks & Corks program book
- Logo on all allowable print ads
- Double truck full page color ad in our Dining Guide
- 4 **additional** VIP passes to **Forks & Corks Grand Tasting** and **Forks & Corks University**

Epicurean - \$15,000

All benefits listed below **PLUS:**

- **Replacing** full page black and white ad with a full page color ad in the Forks & Corks program book
- Special banner signage at Forks & Corks events
- 2 **additional** VIP tickets to **Forks & Corks University**
- 2 **additional** VIP passes to **Forks & Corks Grand Tasting**

Connoisseur - \$10,000

All benefits below **PLUS:**

- A full page, black and white ad in the Program book, *replacing* the ½ black and white page ad below
- Listing on The Sarasota-Manatee Originals Forks & Corks Homepage
- Recognition in Forks and Corks e-blasts sent by The Sarasota-Manatee Originals
- 2 tickets to Forks & Corks University
- 4 Additional VIP passes to Forks & Corks Grand Tasting
- 4 Additional passes to the Trade Tasting
- Ability to have a booth at the Trade Tasting and Grand Tasting

Foodie - \$5,000

All benefits below **PLUS:**

- Recognition in Forks and Corks press/media releases
- A ½ page, black and white ad in the Forks & Corks 2011 Program book
- Logo on Festival Shirts
- Automatic Associate Member of The Sarasota-Manatee Originals for (1) year (\$1000 value)
- 2 Additional VIP passes to Forks & Corks Grand Tasting
- 2 Additional passes to the Trade Tasting
- Ability to present your product or service at one meeting of The Sarasota-Manatee Originals

Patron - \$2,500

- Company logo in the Forks and Corks 2011 Program Book
- Acknowledgement in Original's e-blast to 5000+
- Ability to have promotional material in patron gift bags
- 4 VIP Passes to Forks & Corks Grand Tasting
- 2 Passes to The Trade Tasting
- VIP docent led tour of the Ringling Museum of art

ADD ON SPONSORSHIPS (VERY LIMITED)

Wine Glass Sponsor - \$3500 (1 Available)

- Your company Logo on 1800 souvenir glasses printed for The Grand Tasting (along with F&C Logo) Unavailable VIP Passes to Forks & Corks Grand Tasting

Tasting Tray Sponsor - \$3000 (1 Available)

- Company logo printed on the 1800 souvenir snack trays
- 2 VIP Passes to Forks & Corks Grand Tasting

Press Preview/VIP Party Host - \$2500 (1 Available)

- Host the Press Preview/VIP party at your business location
- Catered by one of the Sarasota-Manatee Originals (no additional cost to you)
- All A/V equipment is included with this sponsorship
- Location must be able to hold 150+ attendees

Patron Gift Bag Sponsor -\$2000 (1 Available)

- Your company Logo on 1800 swag bags printed for The Grand Tasting (along with F&C Logo)
- 2 VIP Passes to Forks & Corks Grand Tasting

Full Back Cover ad in Program Book- \$1500 (1 Available)

- Your full color company ad on the back cover of 1800 souvenir program books printed for The Grand Tasting
- 2 VIP Passes to Forks & Corks Grand Tasting

Full Page Color ad in Program Book- \$1000 (4 Available)

- Your full color company ad in the 1800 souvenir program books printed for The Grand Tasting
- 2 VIP Passes to Forks & Corks Grand Tasting

Important Deadlines:

- **OCTOBER 31, 2011:**
- To be included on in print ads, sponsorship commitments and corporate logos (hi-res jpeg) must be received.
- **JANUARY 16, 2012**
- All sponsorship monies must be received by to validate sponsorship and receive event tickets.
- All promotional items to be put into the patron gift bag received from sponsor.

Yes, I would like to purchase the following Sponsorship for Forks and Corks 2012

Event Sponsorship

_____ \$20,000

_____ \$15,000

_____ \$10,000

_____ \$ 5,000

_____ \$ 2,500

Add-on Sponsorship (Limited Availability)

_____ \$3500 Wine Glass Sponsor

_____ \$3000 Tasting Tray Sponsor

_____ \$2500 Press Party Sponsor

_____ \$2000 Patron Gift Bag Sponsor

_____ \$1500 Back Cover Ad on Program Book

_____ \$1000 Full Page Color Ad in Program Book

TOTAL SPONSORSHIP: \$ _____

Business: _____

**Please print business name as you would like it to appear on all signage and materials*

Contact Name _____

Address: _____

Phone: _____ Fax: _____ Email: _____

Website Link: _____

**To be posted on www.freshoriginals.com*

Check Enclosed _____

Mail Invoice _____

Sponsorship benefits will commence as soon as sponsorship funds are received and deposited. For more information, please contact Kate Atkin, (941) 955-3663.

Please forward this Sponsorship Agreement:

The Sarasota-Manatee Originals

Attn: Kate Atkin

PO Box 32115

Sarasota, FL 34239

Or by Fax: (941) 955-3663 or kate@freshoriginals.com