



POTENTIAL SPONSOR'S NAME:

PROJECT NAME	OPTRICKS Day at the Discovery Science Center / Optical Society of So. Cal.	
START DATE:	Planning starts Jan. 1, 2005	
END DATE:	Event date is Sat. March 5, 2005	
TIMELINE: INCLUDE ALL KEY ELEMENTS: DEVELOPMENT, TRAINING, IMPLEMENTATION, COMPLETION & EVALUATION	Date(s) Description	
	Fri. March 4, 2005	Set up at the DSC
	Sat. March 5, 2005	Event Day
POPULATION SERVED: (STUDENTS, TEACHERS, GENERAL PUBLIC.	Demographics	
	Number / Percent	
	Students – K- 12 + community colleges & university	1000 / 66%
	General public – parents, teachers, administrators	300 / 20%
	Local optics & related companies (Optical Society)	200 / 14%
PROGRAM GOALS: HOW WILL THE SPONSOR'S PARTICIPATION AFFECT THE ATTENDEES?		
EDUCATIONAL OBJECTIVES:	Use optics as a vehicle to promote science & technology education to bring more enthusiastic students into science and engineering. Turn optics & related technologies from behind the scenes to front and center in the minds of attendees. Clarify the role of optics in the lives of teachers and students and create the potential for students to pursue and include optics as part of their college studies and then career choices.	
PROGRAM DESCRIPTION: INCLUDE ACTIVITIES TO BE PERFORMED BY SPONSOR AND VOLUNTEERS TO IMPLEMENT / CARRY OUT PROGRAM.	The participant can have an employee bring a table top display including stand up graphics and text information about the company and the display. The display can include product samples with safety protection Any promotional items to give to the attendees will be a plus.	

TOTAL BUDGET:	\$
BUDGET DETAILS:	Promotional items – Marketing materials – Financial donation - \$500 OISC membership (suggested)