

2018

SPONSORSHIP  
PRESENTATION



*Lemonade Day!*<sup>TM</sup>

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# Lemonade Day!™



- Lemonade Day is an educational initiative that introduces youth to entrepreneurship, teaching them how to start, own, and operate their own business – a lemonade stand.
- Lemonade Day teaches skills that will prepare youth for both business and life.
- Lemonade Day culminates in the real-world experience of youth going into business by setting up their lemonade stand during our city's community-wide Lemonade Day.
- Lemonade Day is FREE to those kids who wish to participate in the Tuscaloosa area.

## SPONSORSHIP LEVELS

**\$7,500**

### MAIN SQUEEZE SPONSOR

- Largest and most prominent logo on the Lemonade Day backpack
- Full-page ad on inside cover of Lemonade Day workbook and prominent showing in Lemonopolis
- Presence in video used in social media and at events
- Recognition on all marketing materials and at events
- Opportunity to become a registration/pick point and host a stand with media coverage
- Volunteer and mentorship opportunity for all company employees

**\$2,500**

### FRESH SQUEEZE SPONSOR

- Medium-sized logo on Lemonade Day backpacks
- Recognition on Lemonade Day print workbooks and Lemonopolis
- Recognition on all marketing materials and at events
- Provide “goodies” to go inside backpack that works as a marketing aide
- Opportunity to host a stand and be a registration/pick up site
- Volunteer and mentorship opportunity for all company employees

**\$500**

### LEMON DROP SPONSOR

- Small-sized logo on Lemonade Day backpacks and promotional papers
- Provide “goodies” to go inside backpack that works as a marketing aide for your business
- Opportunity to host a stand and be a registration/pick up site
- Volunteer and mentprship opportunity for all company employees

## CONTEST SPONSORSHIPS

**\$4,000**

### BEST TASTING LEMONADE CONTEST SPONSOR

- **Only one available**
- Recognition as presenting sponsor of Best Tasting Lemonade Contest through event signage, all event marketing materials, social media promotion and awards
- Medium sized logo on Lemonade Day backpacks
- Recognition on Lemonade Day print workbooks and Lemonopolis
- Logo on website
- Mentioned on broadcasts and promos as the “Best Tasting Lemonade Day Sponsor” leading up to the event
- Media coverage associated with your business at the event itself
- Provide “goodies” to be placed in Lemonade Day backpacks
- Host and help judge the contest itself prior to Lemonade Day
- Volunteer opportunities for company employees

**\$4,000**

### BEST STAND LEMONADE CONTEST

- **Only one available**
- Recognition as press sponsor of “Build-A-Stand, Spark-A-Dream” even through all event signage, all event marketing, social media promotions and awards
- Small sized logo on Lemonade Day backpacks
- Recognition on Lemonade Day print workbooks and Lemonopolis
- Logo on website
- Mentioned on broadcasts and promos as the “Best Stand Lemonade Day Sponsor” leading up to the event
- Media coverage associated with your business at the event itself
- Provide “goodies” to be placed in Lemonade Day backpacks
- Host and help judge the contest itself prior to Lemonade Day
- Volunteer opportunities for company employees

**The success of Lemonade Day relies on members of the community coming together for a common purpose – to train the next generation of entrepreneurs, civic leaders and engaged citizens.**

**THANK YOU FOR YOUR SUPPORT**

