

Lemonade Day!™



MCMINNVILLE

Sponsor Lemonade Day
McMinnville

And make a difference in the lives of youth

Save the Date:
Aug. 21, 2021



Invest in their future

Welcome to Lemonade Day, where we are changing the trajectory of McMinnville, northwest Oregon and our country...one lemonade stand at a time by teaching kids to start, own, and operate their very own business.

America was built on the work and success of small businesses. Entrepreneurs take risks believing that they can accomplish their dreams if they work hard, take responsibility, and act as good stewards of their resources. Today's youth share that optimism, *but lack the life skills, mentorship, and real-world experience necessary to be successful.*

Lemonade Day is FREE to youth. It is a step-by-step program that walks students from a dream to a business plan, while teaching them the principles required to start and run their own company... a *lemonade stand!* Inspiring kids to work hard and make a profit, Lemonade Day also teaches them to spend some, save some, and share some by giving back to their community.



Main Squeeze Sponsor

There are only 4 spots for the top level sponsorship. You will have primary placement of logo on all published materials, including the Lemonade Day satchels that each student receives.

Plus:

- Logo/tag in ads
- Logo on pop-up banner @ registration events
- Logo/tag in press releases
- VIP invitations to kick-off and wrap-up events
- Sponsor posting on social media sites, event reminders, etc
- Special invitation to tour the stands on Lemonade day
- Logo on LD Backpacks and materials
- Sponsor insert included in student packets (insert provided by you)
- Rights opt include special offers in email blasts to participants (x3)
- Company name/logo listed in prime position on home page of Lemonade Day website and Facebook acknowledgements
- And first right to sponsor next years event

Total Sponsorship Investment: \$2,000



Fresh Squeeze Sponsor

There are only 4 spots for the 2nd level sponsorship. You will have secondary placement of logo on all published materials, including the Lemonade Day satchels that each student receives.

Plus:

- VIP invitations to kick-off and wrap-up events
- Sponsor posting on social media sites, event reminders, etc
- Special invitation on the Lemonade Day Tour
- Logo on LD Backpacks and materials
- Sponsor insert included in student packets (insert provided by you)
- Rights opt include special offers in email blasts to participants (x2)
- Company name/logo listed in prime position on home page of Lemonade Day website and Facebook acknowledgements
- And first right to sponsor next years event

Total Sponsorship Investment: \$1,000



Seedless Sponsor

There are unlimited spots for the 3rd level sponsorship. Your benefits of sponsorship include:

- Sponsor insert included in student packets (insert provided by you)
- Rights opt include special offers in email blasts to participants (x1)
- Company name/logo listed in prime position on home page of Lemonade Day website and Facebook acknowledgements
- And first right to sponsor next years event

Total Sponsorship Investment: \$500



Lemon Drop Sponsor

There are unlimited spots for the 4th level sponsorship. Your benefits of sponsorship include:

- Sponsor insert included in student packets (insert provided by you)
- Company name/logo listed in prime position on home page of Lemonade Day website and Facebook acknowledgements
- And first right to sponsor next years event

Total Sponsorship Investment: \$250



What Does Success Look Like?

This year we have set the goal to have 250 students participate in our 7th annual event.

These students will have an opportunity to put into practice the education they receive through their schooling. But unlike school projects they get to have a tangible benefit of running their own business and reveling in the results.

On August 21, 2021 the 200+ students participating will be able to say that for at least one day they were business owners. They will experience the hard work of planning and preparation that goes into starting a business, the exhilaration and exhaustion of running a business, and the pride from knowing that they took a risk and did something daring.

And only time will tell what this event (and the events in coming years) will do to inspire the next generations of entrepreneurs, business leaders, and visionaries of our area.

Are you ready to invest in your future?

Contact Holly Gleason, (Lemonade Day McMinnville sponsorship coordinator) with any questions regarding your sponsorship commitments at: hgleason@mcminnville.org or 503.472.6196 OR contact: Rhonda Pope, Lemonade Day City Director at rpope@mcminnville.org

