

# Lemonade Day!™



MCMINNVILLE

Sponsor Lemonade Day  
McMinnville

And make a difference in the lives of youth

Save the Date:  
May 5, 2018



## 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 on the Lemonade Day Tour Bus
- 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)
- Opportunity to host lemonade stands @ your company site
- 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 2<sup>nd</sup> 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 Bus
- 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)
- Opportunity to host lemonade stands @ your company site
- 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 3<sup>rd</sup> 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)
- Opportunity to host lemonade stands @ your company site
- 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 4<sup>th</sup> level sponsorship. Your benefits of sponsorship include:

- Sponsor insert included in student packets (insert provided by you)
- Opportunity to host lemonade stands @ your company site
- 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 200 students participate in our 4th 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 May 5<sup>th</sup>, 2018 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 Rhonda Pope with any questions and your sponsorship commitments:  
[rpoppe@mcminnville.org](mailto:rpoppe@mcminnville.org) or 503.472.6196

