



# Lemonade Day!®

**PREPARING**

**YOUTH FOR LIFE**

**Our sponsors are essential partners in helping make the Lemonade Program free to youth.**



**Make a lasting impact on the next generation!**

**SPONSOR  
PACKET**

**2023**

PRESENTED BY:



**VENTURE  
CAROLINA**



## A Sweeter View for 2023!

Dear Prospective Lemonade Day Investor,

Lemonade Day prepares youth for life through a unique entrepreneurial and experiential program which helps them start, own and operate their very own business – a lemonade stand. Lemonade Day is proven to positively impact youths' academic performance, foster career exploration, and supports key developmental assets necessary to become thriving, successful adults. Newberry is proud, to once again, be among the nearly 100 cities hosting Lemonade Day locally in 2023.

**Due to the support of our generous sponsors, Lemonade Day was a huge success in 2022, engaging 36 kids. This year, we are looking for additional support to help even greater numbers of youth realize their potential! I am thrilled to invite you to share in this opportunity to plant the seed of entrepreneurship within the next generation and create the business leaders, social advocates, community volunteers, and forward-thinking citizens of tomorrow.**

Studies show that by age nine, children have developed their concept around the value of money, spending and saving. Most financial literacy programs are not introduced until middle or high school, and according to research by Gallup, less than .25% of high school graduates are ready to contribute to the economic vitality of their community. In the face of these challenges, we make lemonade.

An investment in Lemonade Day will ensure the materials, curriculum, and all events are free to every youth participant in Newberry. As a supporter, you will foster a one-of-a-kind experiential learning opportunity which impacts youth character, teaches financial literacy and business acumen, engages mentors, and provides hands-on experiences to make a profit, save some for a rainy day, and give some to a charity of their choice – all while squeezing as much fun out of the experience as possible!

Will you join us in preparing the next generation by becoming a Lemonade Day sponsor for the 2023 program?

Thank you for your consideration,

Alene Willingham

*Lemonade Day Newberry City Director*



# Our Organization...

## Our Higher Purpose

The foremost objective is to help today's youth become the entrepreneurs, business leaders, social advocates, community volunteers and forward-thinking citizens of tomorrow. We want to build self-esteem and new mindsets that can propel youth to success they likely would not have pursued, or known about, otherwise.

## Our Mission

Our mission is to help prepare youth for life through fun, proactive and experiential programs infused with life skills, character education, and entrepreneurship.

## Our Vision

Provide a nationally renowned quality youth entrepreneurship experience to kids in grades K-8.

## Our Value Proposition

Children are introduced to entrepreneurship through the real-world experience of starting their own business – a lemonade stand – the quintessential first business for budding entrepreneurs! By running their stand, they learn how to set a goal, make a plan and work the plan to achieve their dreams, all while dreaming, innovating, and gaining the foundational business and life skills needed to prepare them for a lifetime of success. Lemonade Day is available for all children to participate at no cost. Through strategic partnerships, the organization targets its reach in communities of greatest need.

## The Program

With support from a volunteer mentor, children take a free, step by step learning journey to **become an entrepreneur** through our strategic lesson-based curriculum – *an innovative hybrid of STEM + SEL + project-based education.*



### SET A GOAL

- What is an Entrepreneur?
- Set: spending, saving, sharing goal

### MAKE A PLAN

- Make a business plan
- Create a product
- Develop a budget
- Find investors & pitch for a loan

### WORK THE PLAN

- Design a stand & branding
- Execute a marketing plan
- Purchase supplies & taste test
- Determine business location

### ACHIEVE SUCCESS

- Setup your stand
- Run the business
- Sell the product
- Account business results

# 2023 Investment Levels

The success of Lemonade Day relies on members of the community coming together for a common purpose. Local sponsors directly influences the number of young entrepreneurs who will be inspired through this *one-of-a-kind* learning experience.

	Main Squeeze \$5000	Fresh Squeeze \$2500	Lemon Drop \$500	Lemmy's Pal \$250
<b>Premium logo placement and recognition on:</b>				
• City Website ( <i>hyperlinked to website</i> )	X	X	X	
• The My Lemonade Day App ( <i>location varies based on level of investment</i> )	X	X		
• Print Materials and Advertisements	X	X	X	X
<b>Social Media Posts(s)</b> ( <i>based on level of investment</i> )	X	X		
<b>Opportunity to speak at an event</b> ( <i>5 minutes</i> )	X			
<b>Mentor LD youth</b> ( <i>organized by LD staff</i> )	X	X		
<b>Volunteer for events and other activities</b>	X	X	X	X
<b>Event to be advertised as "Powered By"</b>	X			



# 2023 Sponsor Commitment Form

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*We value your investment and thank you for making a positive impact on the lives of youth in our area through Lemonade Day!*

I would like to be a Lemonade Day {City} Sponsor in 2023 at the following level:

- ☐ Main Squeeze - \$5,000
- ☐ Fresh Squeeze - \$2,500
- ☐ Lemon Drop - \$500
- ☐ Lemmy's Pal - \$250
- ☐ Be our ZEST FRIEND! – I want to give a gift at the unlisted amount of \$\_\_\_\_\_

I am unable to invest, but would like to:

- ☐ Make an in-kind contribution
- ☐ Volunteer as an organization (or team of volunteers)
- ☐ Be contacted next year

## Payment Information

Name: \_\_\_\_\_ Title: \_\_\_\_\_ Organization: \_\_\_\_\_

Contact Email: \_\_\_\_\_ Contact Phone: \_\_\_\_\_

I plan to make this contribution in the form of:

- ☐ Cash
- ☐ Check {Send to: 1207 Main Street, Newberry, SC 29108}
- ☐ Wire Transfer {Call 803-899-3944 for instructions}

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

*To ensure your logo is on the Lemonade Day App, website and other marketing material, please return your signed commitment and high-quality jpg. logo to:*

*Alene Willingham, [Newberry@lemonadeday.org](mailto:Newberry@lemonadeday.org) by February 13, 2023*