

2020

SPONSOR
PACKET



Lemonade Day! TM



DID YOU KNOW...

- More United States businesses have closed than opened since 2008.
- ½ of all United States small businesses will only survive 5 years.
- Only 43% of students in K-12 are taught business literacy.
- Our education system is lacking when it comes to teaching business education and inspiring entrepreneurial activity.

"Leaders should take new business startups and entrepreneurship very seriously: 50% of all jobs are in small businesses and approximately 65% of all new good jobs are created by them, according to the Small Business Administration. Gallup is sure taking this seriously..."

- Jim Clifton, CEO of Gallup



WHAT IF...

- We could experientially teach thousands of youth per year how to start their own business?
- We did this in every neighborhood and every city in North America?
- We could unite local government, businesses, community members, schools and youth organizations around one common goal?
- We had the power to ignite the entrepreneurial spirit in youth?
- It was really fun?



OUR MISSION...

To help today's youth become the business leaders, social advocates, community volunteers and forward-thinking citizens of tomorrow.

Menu
\$1 cup 25¢ bitty cup
Sriracha lemonade
Tangy Traditional lemonade
Ginger lemonade
TeaBerry lemonade
Granola Bars = any donation

Thank You-

location

Ice
Twicer

Lemonade Day!®



MEDFORD & JACKSON COUNTY



- 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 their community-wide Lemonade Day.
- Lemonade Day is FREE to the participants in Medford & Jackson County.





THE HISTORY

- Launched in 2007 by Michael and Lisa Holthouse.
- Lemonade Day was inspired by Michael Holthouse's daughter, Lissa, when she insisted on doing a lemonade stand to earn money for a turtle.
- Since its inception, Lemonade Day has served over one million children in over 81 markets in the United States, Canada, Bermuda & Puerto Rico.

SPONSORSHIP LEVELS

Sponsorships are considered a charitable donation.
Please contact medford@lemonadeday.org for W-9 and Tax ID information.

\$10,000

~~MAIN~~ ~~SQUEEZE~~ ~~SPONSOR~~

Level taken for 2020

- Largest and most prominent logo displayed on workbooks and drawstring backpacks
- Inclusion in marketing materials and stage presence at events
- Customized press release highlighting your company's involvement with Lemonade Day
- Logo and link on Lemonade Day Medford & Jackson County website
- Prominent signage at promotional events (signage provided by sponsor):
 - Business Results Contest
 - Best Tasting Lemonade Contest
 - Prominent Lemonade Day stand locations (2020 locations TBD)
- Inclusion in social media campaigns and targeted electronic communication to community partners, investors, parents, schools, and participants
- Opportunity to include company promotional item or flyer inside backpacks
- Opportunity to host public Lemonade Day site
- Logo prominently placed in Lemonade Day Medford & Jackson County thank-you messages (email and social media campaign)
- Exclusive internal company kickoff for Lemonade Day
- Access to Lemonade Day Medford & Jackson County program for employees, vendors, and customers
- Volunteer and mentor opportunities to engage employees

\$8,000

FRESH SQUEEZED SPONSOR

2 Available

- Inclusion in press releases
- Logo and link on Lemonade Day Medford & Jackson County website
- Opportunity to include company promotional item or flyer inside backpacks
- Opportunity to host public Lemonade Day site/ lemonade stand
- Logo placed in Lemonade Day Medford & Jackson County thank-you messages (email and social media campaign)
- Access to Lemonade Day Medford & Jackson County program for employees, vendors, and customers
- Volunteer and mentor opportunities to engage employees

\$5,000

LEMON DROP SPONSOR

3 Available

- Inclusion in press releases
- Logo and link on Lemonade Day Medford & Jackson County website
- Opportunity to host public Lemonade Day site/ lemonade stand
- Logo placed in Lemonade Day Medford & Jackson County thank-you messages (email and social media campaign)
- Access to Lemonade Day Medford & Jackson County program for employees, vendors, and customers
- Volunteer and mentor opportunities to engage employees

\$2,500

PUCKER PAL SPONSOR

5 Available

- Logo and link on Lemonade Day Medford & Jackson County website
- Opportunity to host public Lemonade Day site
- Access to Lemonade Day Medford & Jackson County program for employees, vendors, and customers
- Volunteer and mentor opportunities to engage employees

IN-KIND SPONSOR

- Logo on materials provided by your in-kind donation
- Logo and link on Lemonade Day Medford & Jackson County website
- Access to Lemonade Day Medford & Jackson County program for employees, vendors, and customers
- Volunteer and mentor opportunities to engage employees

Print deadlines apply for all sponsor opportunities. Please contact Lydia Salvey, Lemonade Day City Director at (541) 608-8520 or medford@lemonadeday.org for more information regarding sponsor benefits.

CONTEST SPONSORSHIPS

\$6,500

BUSINESS RESULTS CONTEST SPONSOR

1 Available

- Contest celebrates Medford & Jackson County's newest successful entrepreneurs

\$6,500

BEST TASTING LEMONADE CONTEST SPONSOR

1 Available

- Contest celebrates Medford & Jackson County's best lemonade recipes

\$6,500

BEST LEMONADE STAND CONTEST SPONSOR

1 Available

- Contest celebrates Medford & Jackson County's most fun and creative lemonade stands

BENEFITS FOR ALL CONTEST SPONSORS

- Category exclusivity (only one available)
- Company representation as a celebrity judge
- Inclusion in marketing materials and press releases promoting contest
- Logo and link on Lemonade Day Medford & Jackson County website
- Signage at contest events (signage provided by sponsor)
- Opportunity to provide and present contest prizes to winners (3rd, 2nd, 1st place)
- Opportunity to include company promotional item or flyer inside backpacks
- Logo placed in Lemonade Day Medford & Jackson County thank-you messages (email and social media campaign)
- Access to Lemonade Day Medford & Jackson County program for employees, vendors, and customers
- Volunteer opportunities to engage employees



MEDFORD & JACKSON COUNTY

SPONSOR AGREEMENT

We agree to support and donate to Lemonade Day Medford & Jackson County. Please check one:

☐

Level of Sponsorship: _____

OR

☐

In-Kind Donation: _____

Valued at: _____

We would like to make: _____ payments of : \$ _____ to be completed by: _____
(must be prior to April 1, 2020)

Payment should
be made to:

Medford Chamber of Commerce
101 East 8th Street
Medford, OR 97501

Company Name: _____

(as it should be listed on all promotional material)

Street Address: _____

City: _____ State: _____ Zip Code: _____

Company Website: _____

Company Contact: _____

Cell Phone: _____ Work Phone: _____

Email: _____

Please provide company logo in the following formats:

- High resolution vector .EPS file (color)
- High resolution vector .EPS file (black and white)
- JPEG file (color)

PLEASE RETURN TO MEDFORD@LEMONADEDAY.ORG BY MARCH 16TH 2020 TO BE INCLUDED IN ALL PROMOTIONAL ITEMS.



**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

