

Lemonade Day!®



OTTUMWA

PREPARING YOUTH FOR LIFE



SPONSOR
PACKET
2024

Make a lasting
impact on the
next generation!



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 3-5.

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

2024 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.

	Fresh Squeeze \$2,500	Lemon Drop \$1,500	Pucker Pal \$500	Spoonful of Sugar \$250
Premium logo placement and recognition on:				
• Lemonade Day Ottumwa Website (<i>hyperlinked to website</i>)	X	X	X	X
• The My Lemonade Day App (<i>location varies based on level of investment</i>)	X	X	X	
• Print Materials, Backpacks and Advertisements	X	X	X	
Company insert (or swag) included in backpacks	X			
Social Media Posts(s) (<i>based on level of investment</i>)	X	X		
Mentor LD youth (<i>organized by LD staff</i>)	X	X		
Volunteer for events and other activities	X	X	X	X
Host Lemonade Day Stands at business locations (<i>optional</i>)	X	X	X	X

2024 Event Sponsorships

Special event sponsors will receive recognition on all social media posts and promotional materials related to that event.

Title	About	Cost	Fulfilled ?
BEST TASTING CONTEST	<ul style="list-style-type: none">• Only one available.• Recognition as presenting sponsor of Best Tasting Lemonade Contest through event signage, all event marketing materials, social media promotion and awards• Logo on Lemonade Day backpacks• Recognition on Lemonopolis• Logo on website	\$1,000	X
BEST STAND CONTEST	<ul style="list-style-type: none">• Only one available.• Recognition as presenting sponsor of Best Stand Contest through event signage, all event marketing materials, social media promotion and awards• Logo on Lemonade Day backpacks• Recognition on Lemonopolis• Logo on website	\$1,000	X
ENTREPRENEUR OF THE YEAR CONTEST	<ul style="list-style-type: none">• Only one available.• Recognition through promotion of Entrepreneur of the Year contest and promotion of winner• Logo on Lemonade Day backpacks• Recognition on Lemonopolis• Logo on website• NOTE: Entrepreneur of the Year award winners have the chance to benefit from National PR	\$1,000	X



2024 Sponsor Commitment Form

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 Ottumwa Sponsor in 2024 at the following level:

- Fresh Squeeze - \$2,500
- Lemon Drop - \$1,500
- Pucker Pal - \$500
- Spoonful of Sugar - \$250
- Best Tasting Contest - \$1,000
- Best Stand Contest - \$1,000
- Entrepreneur of the Year Contest - \$1,000
- 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: _____ Contact Phone: _____

Business: _____ Email: _____

Address: _____

I plan to make this contribution in the form of:

- Cash
- Check # _____ (Payable to: Greater Ottumwa Partners in Progress)
- Credit Card (MasterCard/Visa/Discover/American Express)(Contact GOPIP)(4% transaction charge)
- Invoice

Signature: _____ Date: _____

To ensure your logo is on the Lemonade Day backpacks and other related materials, please return your signed commitment and high-quality .jpg logo to:

*Shea Greiner at shea@ottumwaiowa.com by **March 13, 2024**.*