

20
19

SPONSORSHIP
PACKET



*Lemonade Day!*TM

OUR MISSION...

To help today's youth become the business leading, social advocated, 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
TUBES

Lemonade Day!®



NORTHERN ALBERTA



What is Lemonade Day?

Lemonade Day is an event that teaches kids the skills they need to be successful in life. Kids learn to set goals, develop a business plan, establish a budget, seek investors, provide customer service, save for the future, and give back to the community. Northern Alberta Lemonade Day is the perfect opportunity for our community to get engaged, demonstrate passion and show kids they care as well as train the next generation of entrepreneurs through a free, fun, engaging, and empowering activity.

When is it?

Northern Alberta Lemonade Day will take place on Saturday, June 22, 2019.

Who can participate?

Youth of all ages, from pre-K through high school, can register to set up an official Northern Alberta Lemonade Day stand. Registration will commence on March 15, 2019 and will close May 15, 2019. In addition, community support from schools, youth organizations, and local businesses is essential to the success of Northern Alberta Lemonade Day.

How does it work?

Once a child is registered they receive a backpack with an informational workbook that outlines the steps needed to start a business: from setting a goal, creating a business plan, forming a budget, finding an investor, to saving money, and donating a portion back to their community.



Resources for success



Child Workbooks: These fun and informative workbooks include easy to follow lessons to help you create, build, and run a successful business.



Mentor Workbooks: Following the lesson plan outlined in the children's workbooks, these Mentor guide books make it easy for parents to help make their child's Lemonade Day a huge success!



Mentor Sessions: Join us at 2 scheduled Mentor Sessions and get one-on-one help from a local entrepreneur.



YouTube: Lookup "Lemonade Day" on YouTube where there is a collection of great videos for training and ideas.



Mark your calendar!



- Mar 15** ● Registration opens
- May 15** ● Last day to register

	Barrhead	Swan Hills
1st Mentor Session	May 21	May 22
2nd Mentor Session	June 5	June 3
	Onoway	Whitecourt
1st Mentor Session	June 4	May 23
2nd Mentor Session	June 18	June 6



How can I get involved?

Everyone is welcome to be involved with Northern Alberta Lemonade Day. The organizing committee is looking for sponsors, mentors, and volunteers to make Northern Alberta Lemonade Day a success! Lemonade Day entrepreneurs, the kids in our community, will be looking for investors, a place to setup their stands and customers to support their first business! Northern Alberta Lemonade Day is a not-for-profit organization with all funds collected through local donations and sponsorship used directly to support Northern Alberta Lemonade Day.



What does a participant do?



- Fill out the online registration form before May 1st (no registration fees).
- Pick up a Lemonade Day backpack at your designated location (free, see lemonadeday.org/Northern-Alberta for details).
- Ask your parent to download the Lemonade Day App onto their phone.
- Ask your parent to “like” Lemonade Day Northern Alberta on Facebook.
- Complete the entrepreneur workbook with your parent (included in your Lemonade Day backpack).
- Choose a location, get permission and tell Northern Alberta Lemonade Day where you’ll be setting up (at lemonadeday.org/Northern-Alberta, “Brand your stand”)
- Build lemonade stand.
- Buy supplies for Northern Alberta Lemonade Day.
- Enter lemonade recipe at the Best Tasting Competition (optional)
- Sell lots of lemonade on Saturday June 22, 2019
- Repay investors.
- Save a little, spend a little and give a little back to your favorite charity.
- Enter to win National and Area Lemonade Day awards.
- Complete the Business Results & Accounting Worksheet from your workbook.



Parent/Guardian commitment



- Pick up the Lemonade Day backpack with your entrepreneur and sign registration/waiver form.
- Work with your child to go thru the Lemonade Entrepreneur Workbook (Mentor Guide book provided at no cost).
- Attend 2 mentor sessions with your entrepreneur.
- Support your entrepreneur on Lemonade Day.

CONTEST SPONSORSHIP

\$500

LOCAL ENTREPRENEUR OF THE YEAR CONTEST SPONSOR

- Recognition as presenting sponsor of Area Entrepreneur of the Year through event signage, marketing materials, social media promotion and awards in area
- Logo on website

\$500

AREA BEST TASTING LEMONADE CONTEST SPONSOR

- Recognition as presenting sponsor of Best Tasting Lemonade Contest through event signage, marketing materials, social media promotion and awards in area
- Logo on website

\$500

AREA BEST STAND LEMONADE CONTEST

- Recognition as presenting sponsor of through all event signage, all event marketing, social media promotions and awards in area
- Logo on website

PARTICIPANT SPONSORSHIP

\$50

SPONSOR A PARTICIPANT

- Give a youth the chance to participate in our program!
- There are no registration fees for a participant to attend and we want to keep it that way!
- The continuation of our program into the future, depends on donations like this.

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**

