

2022

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.



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. Lemonade Day Northern Alberta is the perfect opportunity for our community to get engaged, demonstrate enthusiasm, 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?

Lemonade Day Northern Alberta will take place on Saturday, June 18, 2022*.

*CFYE is following guidance and guidelines implemented by Canada Public Health and Alberta Health. Adjustments will be made to the program as required. The safety of our kids, parents, staff and communities is our top priority.

Who can participate?

Youth of all ages, pre-K through high school, can register to set up an official Lemonade Day stand. Registration will commence on March 1, 2022 and will close June 1, 2022. In addition, community support from schools, youth organizations, and local businesses is essential to the success of Lemonade Day Northern Alberta.

How does it work?

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

Resources For Success



APP OR WORKBOOKS These fun and informative materials include easy to follow lessons to help you create, build, and run a successful business AND for mentors to help make their child's Lemonade Day a huge success!



TRAINING SESSION Join us for the Kids + Mentor Training Sessions and get 1-on-1 training from Community Futures Yellowhead East.



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

Mark Your Calendar

MARCH 1 • Registration opens
JUNE 1 • Last day to register

TRAINING SESSIONS, KIDS + MENTORS 4:30 - 6 PM

WHITECOURT	MAY 9
WOODLANDS COUNTY	MAY 10
SWAN HILLS	MAY 11
FOX CREEK	MAY 12
ONOWAY	MAY 16
MAYERTHORPE	MAY 17
BARRHEAD	MAY 18

WHAT IS LEMONADE DAY?

- Lemonade Day is a free 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.
- Started in 2007 in Houston, TX.
- Over the past 10 years, Lemonade Day has reached over 1 million youth in 60 cities across the US and Canada.



OUR STORY

- Established in 2018 in one Alberta Community Futures region.
- Establishes relationships between local businesses and participants, as well as participants and their municipalities, while also introducing the concept of philanthropy and giving back to their community.
- Registered more than 600 kids in 2021.
- In 2022 Lemonade Day will take place in eleven Alberta Community Futures regions.



Northern Alberta 2021

57% of participants spent a portion of their profit

92% of participants saved a portion of their profit

93% of participants of shared a portion of their profit

2021 RESULTS AND IMPACT



Lemonade Day!®

BIG PICTURE

Registered Kids

696

STAND STATS

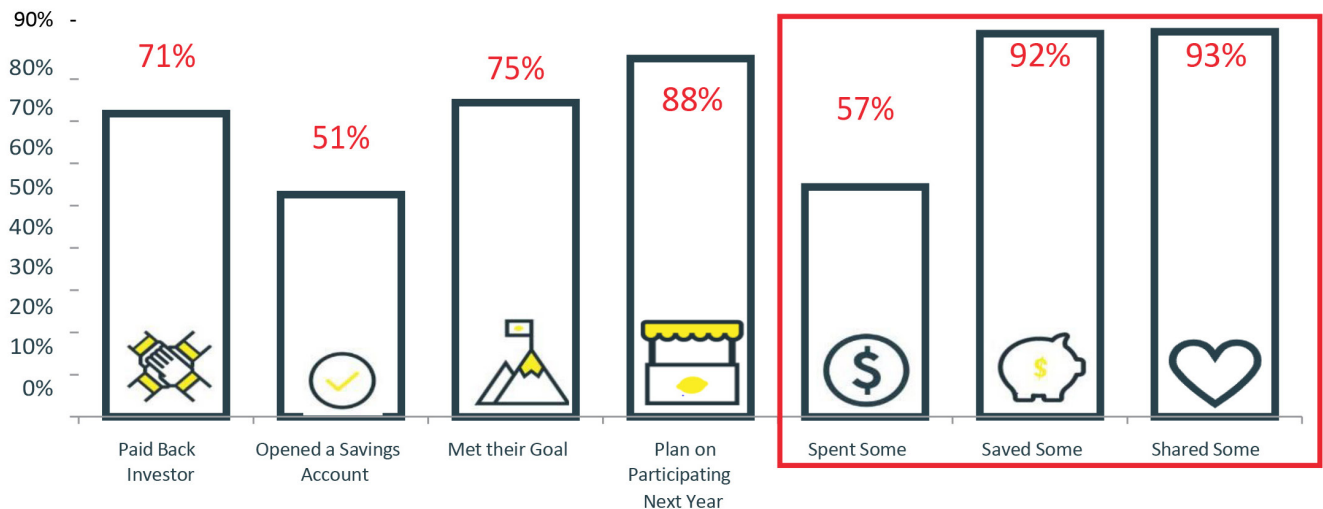
Avg. Total Profit

\$136.33

Total Donated

\$7371.20

LOOKING AT LESSONS



\$106.82

Average Amount Shared

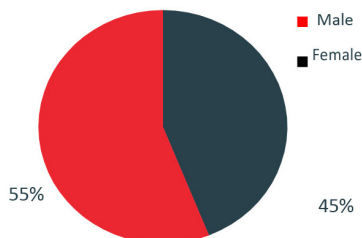


\$88.55

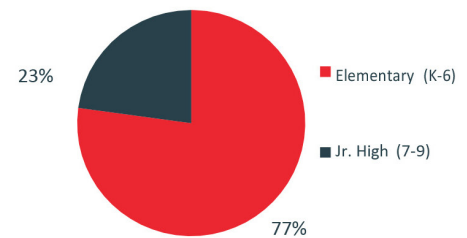
Average Amount Saved

PARTICIPANT DEMOGRAPHICS

Gender



Grade





How Can I Get Involved?



Everyone is welcome to be involved with Lemonade Day Northern Alberta. The organizing committee is looking for sponsors, mentors, and volunteers to make Lemonade Day Northern Alberta a success! Lemonade Day entrepreneurs - the kids in our community - will be looking for investors, a place to set up their stands, and customers to support their first business!

Lemonade Day Northern Alberta is a not-for-profit organization with all funds collected through local donations and sponsorship used directly to support Lemonade Day Northern Alberta.



What Does A Participant Do?



- Fill out the online registration form before June 1st (no registration fees)
- Pick up a Lemonade Day backpack at your Training Session (free, more details at: lemonadeday.org/Northern-Alberta)
- Ask your mentor to download the “My Lemonade Day” App onto their phone
- Ask your mentor to ‘like’ Lemonade Day Northern Alberta on Facebook
- Complete the entrepreneur app or workbook with your mentor
- Choose a location, get permission and tell Lemonade Day Northern Alberta where you’ll be setting up (see “Brand your stand” lemonadeday.org/Northern-Alberta)
- Build your lemonade stand
- Buy supplies for Lemonade Day
- Enter lemonade recipe for the Best Tasting Lemonade Contest (optional)
- Sell lots of lemonade on Saturday June 18, 2022*
- Repay investors
- Complete the Business Results on the app or Accounting Worksheet in your workbook
- Save a little, spend a little and share a little back to your favorite charity or cause
- Enter to win Area and National Lemonade Day contests



Parent / Mentor Commitment



- Pick up the Lemonade Day backpack with your entrepreneur and sign registration / waiver form
- Work with your child to go through the “My Lemonade Day” app or workbook
- Attend the Training Session with your entrepreneur
- Support your entrepreneur on Lemonade Day

June 18, 2022 in 7 communities

Presented by Community Futures Yellowhead East



BUILDING THE **FUTURE** STIRRING UP **SUCCESS**

CONTEST SPONSORSHIP

\$500

LOCAL ENTREPRENEUR OF THE YEAR CONTEST SPONSOR

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

\$250

LOCAL BEST TASTING LEMONADE CONTEST SPONSOR

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

\$250

LOCAL BEST STAND CONTEST SPONSOR

- Recognition as presenting sponsor of Local Best Stand Contest through event signage, marketing materials, social media promotion and awards in area
- Logo on social media platforms

PARTICIPANT SPONSORSHIP

\$50

SPONSOR A PARTICIPANT

- Give a youth the chance to participate in our program
- There are no restriction 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**

