



Lemonade Day Eastern Shore

OVERVIEW: The Mission of Lemonade Day is to help today's youth become the business leaders, social advocates, community volunteers and forward-thinking citizens of tomorrow, one lemonade stand at a time.

DATE: November 6, 2021

MAIN SQUEEZE INVESTOR: \$7,500 – 1 available

Largest and most prominent logo displayed on the workbooks and drawstring backpacks

- Full-page ad on inside cover of Lemonade Day workbook
- Presence in video used in social media and at events
- Logo on marketing materials and at events
- Company logo featured as main squeeze sponsor at the top of promotional posters displayed in schools, local businesses and community partner locations
- Hyperlinked company logo featured prominently on Lemonade Day website
- Listed in press releases as a Main Squeeze sponsor
- Company flyer in Lemonade Day stand at special events, prior to Lemonade Day

FRESH SQUEEZE INVESTOR: \$2,500

- Large logo on Lemonade Day backpacks
- Logo on Lemonade Day print workbooks
- Logo on marketing materials and at events
- Logo featured prominently on promotional posters
- Company logo hyperlinked to Lemonade Day website
- Listed in press releases
- Company flyer in Lemonade Day stand at special events, prior to Lemonade Day

LEMON DROP INVESTOR: \$1,500

- Medium-sized logo on Lemonade Day backpacks
- Logo on Lemonade Day print workbooks
- Organization name listed on promotional posters
- Company logo hyperlinked to Lemonade Day website
- Listing on Chamber of Commerce's website
- Listed in press releases



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PUCKER-UP PAL: \$500

- Largest and most prominent logo displayed on the workbooks and drawstring backpacks
- Small logo on Lemonade Day backpacks
- Logo on Lemonade Day print workbooks
- Logo on Lemonade Day website

SPOONFUL OF SUGAR INVESTOR: \$1-\$499

- Name recognition on website

YOUTH ENTREPRENEUR OF THE YEAR CONTEST SPONSOR: \$1,000 – 1 available

- Category exclusivity
- Recognition through promotion of Youth Entrepreneur of the Year contest and promotion of winner
- Small logo on Lemonade Day backpacks
- Logo on Lemonade Day print workbooks
- Logo on Lemonade Day website
- Youth Entrepreneur of the Year award winners have the chance to benefit from national PR

BEST TASTING LEMONADE CONTEST SPONSOR: \$1,000

- Category exclusivity
- Recognition as presenting sponsor of Best Tasting Lemonade Contest through event signage, event marketing materials, social media promotion and awards
- Small logo on Lemonade Day backpacks
- Logo on Lemonade Day print workbooks
- Logo on Lemonade Day website

BEST LEMONADE STAND CONTEST: \$1,000

- Category exclusivity
- Recognition as press sponsor of "Build-a-Stand, Spark-a-Dream" event through event signage, event marketing, social media promotions and awards
- Small logo on Lemonade Day backpacks
- Logo on Lemonade Day print workbooks
- Logo on Lemonade Day website

Additional sponsorship levels also available. Lemon Head in-kind investment opportunities have the same value and benefits as cash investment opportunities. Examples of in-kind investments include printing, prizes for competitions, advertising space and materials. Organizations have donated the proceeds of sales of lemonade or lemon-themed items – we are pleased to discuss an appropriate form of support.