

# LEMONADE DAY | JUNIOR MARKET

JUNE 3, 2023

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

## EXPERIENCE

Lemonade Day provides young people with the ability to learn skills pertinent to building their entrepreneurial mindset. This unique program helps participants build their social and emotional skills allowing them to channel their creativity into building their dream business through Lemonade Day Lessons. Each lesson walks them through the unique steps of beginning their own business. Once these young entrepreneurs have completed the Lemonade Day lessons, they will be allowed to participate in the **Junior Market**, a youth market that offers every youth business their very own booth to sell their product or service in real-time, earn a profit, and learn about operations.

## AUDIENCE

**Lemonade Day** | unique opportunity to target business leaders, their staff, educators, parents, and community members from across the region.

**Junior Market** | A public event held in Esther Short Park alongside the Vancouver Farmers Market, the Junior Market brings thousands of community members from across southwest WA to purchase and support over 300 young entrepreneurs put their Lemonade Day curriculum to the test.

## FIRST FIVE SPONSORSHIP LEVELS INCLUDE:

With over 1500+ young entrepreneurs registered in 2022, Lemonade Day Greater Vancouver is the perfect opportunity to train the next generation of entrepreneurs through a free, fun, engaging, and empowering activity.

- Logo included on website program and event pages
- Inclusion in signage at Junior Market
- Inclusion in social media promotion/press kits
- Opportunity to participate at Junior Market Event
- Access to Lemonade Day Greater Vancouver program for employees, vendors, and customers
- Volunteer and mentor opportunities to engage employees

### MAIN SQUEEZE SPONSOR | \$25,000

- 4 logo placements within "My Lemonade Day" App
- Prominent inclusion as Main Squeeze Sponsor
- Customized media release highlighting your company's involvement with Lemonade Day
- Prominent signage at promotional events
- Dedicated booth at the Junior Market
- Priority logo placement on all Junior Market Signage
- 2 Saturdays at the GVC booth at the Farmers Market ahead of the Junior Market event
- 1/4 page ad in workbook
- Logo on workbook cover
- Prominent placement of logo on backpack
- Provide Welcome at Jr. Market Ribbon Cutting
- Opportunity to join in Pre-Event Promotion (Saturday Vancouver Farmers Market etc.)

### FRESH SQUEEZED SPONSOR | \$10,000

- 3 logo placements within "My Lemonade Day" App lessons
- Opportunity to join in promotional events (Saturday Vancouver Farmers Market etc.)
- Opportunity for visibility at Junior Market
- Logo on back cover of workbook
- Logo on backpack

### LEMON DROP SPONSOR | \$5000

- 2 logo placements within "My Lemonade Day" App
- Logo on back cover of workbook

### PUCKER PAL | \$2500

- Logo on back cover of workbook

### SIMPLY THE ZEST SPONSOR | \$1000

All Investment Benefits

**SPONSOR A CLASS | \$400**

Your sponsorship will provide a class of up to 30 students the opportunity to participate in Lemonade Day and the Junior Market. Each student will be given a backpack, workbook, and access to the full Lemonade day curriculum courtesy of your organization.

**JUNIOR MARKET PHOTOBOOTH SPONSOR | \$2000**

Sponsor to provide a photo booth for business photos or offer young entrepreneurs their first headshot and fun shots.

- Opportunity to logo images with approved graphics
- Designated placement at Junior Market (10x10)

**JUNIOR MARKET BAG SPONSOR | \$3000**

Your company logo will be placed on shopping bags given to each entrepreneur to provide to each customer with purchase. Estimated 5,000 bags needed, sponsor to provide bags.

**JUNIOR MARKET ALL-DAY STAGE SPONSOR | \$4000**

Sponsor to provide audio setup and to play music throughout the day.

- Opportunity to address crowd and host raffles, contests, and announcements throughout the day

**JUNIOR MARKET SNACKBOX SPONSOR | \$1750**

Sponsor to provide a nut-free snack in a logoed box or bag (qty. 300 )

- Opportunity for your staff to hand-deliver to each entrepreneurs booth

**PRIZE SPONSOR | FREE**

GVC members have an opportunity to provide prizes that would make youth ages 6-16 smile!

- Prizes must be valued at \$100+
- Promoted in day-of marketing material
- Branding included in pre-event promotion
- Announced during the Junior Market on main stage

## LEMONADE DAY | JUNIOR MARKET CONTEST SPONSORSHIPS

**CONTEST SPONSOR INVESTMENT BENEFITS:**

- Prominent logo displayed on program and event pages
- Inclusion in marketing materials and press releases promoting contest
- Inclusion in contest social media promotion
- Volunteer and mentor opportunities to engage employees
- Opportunity to provide and present contest prizes to winners (1st, 2nd, 3rd place)
- Opportunity to participate in day of event
- Access to Lemonade Day Greater Vancouver program for employees, vendors, and customers

**INVESTOR PITCH "SECRET SHOPPER" CONTEST SPONSOR | \$3000**

Students build essential communication skills and confidence when they develop and learn how to deliver a pitch about their Lemonade Day business. Sponsor can create up to two videos educating youth how to develop the perfect elevator pitch. This contest will be hosted on the Chamber's interactive virtual event space built to act as a real life venue. This pitch contest will provide an authentic entrepreneurship experience for youth who are unable to operate their own business due to the pandemic or other restrictions.

**COLORING CONTEST SPONSOR | \$4000**

The Coloring Contest allows participants of all ages to showcase their imagination by submitting a completed drawing. This will engage the youth joining the Junior Market as well as participating in the Lemonade Day program at home or in school. Sponsor will have the opportunity to select the winners who will be announce with a social media campaign. Sponsor logo to be displayed on each coloring sheet provided to participating youth.

**BEST STAND DESIGN CONTEST | \$3000**

The Best Stand Contest allows participants to show off their creativity and advertising by showing off their stand designs on Lemonade Day at the Junior Market! The Chamber can work with the Sponsor to make it a unique experience for the youth that is sure to inspire.

**BUSINESS RESULTS CONTEST | \$3000**

All Lemonade Day participants will be asked to provide their "Business Results", whether that be at the Junior Market or at home. This portion of the program helps teach them the difference between their gross and net profit, and acts as a finale to their first day of operations. This sponsor will have an opportunity to assist all Junior Market participants with their business results page during the end of the Junior Market, and announce the Junior Market business owner with the highest profit on stage.