



Lemonade Day!®

PREPARING

YOUTH FOR LIFE

Lemonade Day!®



WAYNE COUNTY

Our sponsors are essential partners in helping make the Lemonade Program free to youth.



WOOSTER
AREA CHAMBER OF COMMERCE



Make a lasting impact on the next generation!

**SPONSOR
PACKET
2024**



Lemonade Day!®

PREPARING YOUTH FOR LIFE



A Sweeter View for 2024!

Dear Prospective Lemonade Day Investor,

Lemonade Day is a national non-profit initiative that prepares youth for life through a unique entrepreneurial and experiential learning program that teaches kids how to start, own, and operate their very own business – a lemonade stand. Lemonade Day is proven to positively impact academic performance, foster career exploration, and supports key developmental assets necessary to become thriving, successful adults. Since 2006, Lemonade Day has served more than 1.5 million children in 100+ markets across the North America (*and counting*).

The Wooster Area Chamber of Commerce **is proud to be launching our 3rd Annual Lemonade Day season in 2024, and I am thrilled to invite you to share in this opportunity to plant the seed of entrepreneurship within the next generation to create the business leaders, social advocates, community volunteers, and forward-thinking citizens of tomorrow.**

Studies show that by age nine, children have developed their concept around the value of money, spending and saving. Most financial literacy programs are not introduced until middle or high school, and according to research by Gallup, less than .25% of high school graduates are ready to contribute to the economic vitality of their community. In the face of these challenges, we make lemonade.

In 2024, we are seeking to engage more children. By running their stand, program participants will gain valuable life and business skills, learn the importance of earning, saving, spending, and sharing money wisely, and develop confidence in their ability to achieve their dreams. An investment in Lemonade Day will ensure the materials, curriculum, and events that make Lemonade Day come to life are free to every youth participant in Wayne County. As a supporter, you will foster a one-of-a-kind experiential learning opportunity which positively impacts communication skills, problem-solving abilities, school motivation, and sense of purpose for the youth of our community – all while squeezing as much fun out of the experience as possible!

Thank you for your consideration,

The Wooster Chamber Team



SPONSOR LEVELS

\$5,000

MAIN SQUEEZE INVESTOR

SOLD OUT

- Recognition as the Main Sponsor of Lemonade Day
- Premium logo placement and recognition on:
 - Lemonade Day Educational Curriculum
 - My Lemonade Day Digital App
 - Marketing Materials
 - Participant email communication
 - City Lemonade Day website
 - Chamber Newsletter and Friday Letter promotions
- Social Media posts
- Print and/or Radio mentions
- Opportunity to facilitate entrepreneur class on financial literacy
- First right of refusal for 2024 sponsorship

\$2,500

FRESH SQUEEZE INVESTOR

- Logo placement and recognition on:
 - Lemonade Day Educational Curriculum
 - My Lemonade Day Digital App
 - Marketing Materials
 - City Lemonade Day website
 - Social Media posts
 - Chamber Newsletter and Friday Letter promotion

\$1,500

LEMON DROP INVESTOR

- Logo placement and recognition on:
 - Lemonade Day Educational Curriculum
 - My Lemonade Day Digital App
 - Marketing Materials
 - City Lemonade Day website
 - Chamber Newsletter and Friday Letter promotion
 - Social Media Shoutout

\$500

PUCKER PAL INVESTOR

- Logo placement and recognition on:
 - Lemonade Day website
 - Chamber Friday Letter promotion
 - Chamber Newsletter promotion
 - Social Media Shoutout

\$250

LEMON ZEST INVESTOR

- Logo placement and recognition on:
 - Lemonade Day website
 - Chamber Friday Letter promotion
 - Social Media Shoutout



If you are interested in sponsorship, please contact Michelle at mrothgery@woosterchamber.com or call 330-262-5735. Sponsorship deadline is Friday, March 15, 2024.

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

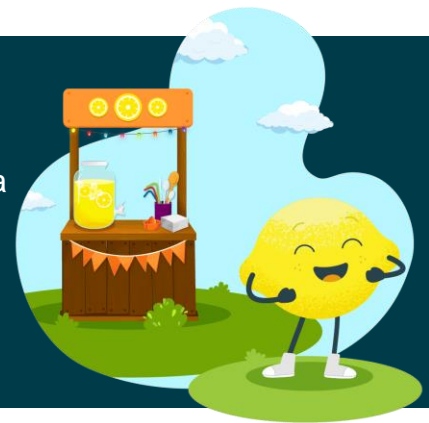
Provide a nationally renowned quality youth entrepreneurship experience to kids in grades K-8.

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