

# Lemonade Day Coastal Bend

LATE SPRING | ALL DAY EVENT

Lemonade Day is a nationwide educational initiative that introduces youth to entrepreneurship, teaching them how to start, own and operate their own business— a lemonade stand. The foremost objective of Lemonade Day Coastal Bend is to help today’s youth become the business leaders, social advocates, community volunteers and forward-thinking citizens of tomorrow. This unique program culminates in the real-world experience of youth going into business by setting up their lemonade stand on Lemonade Day, held in the Coastal Bend, date TBD.

## Sponsor Benefits

**Presenting**  
\$10,000

**Big Squeeze**  
\$5,000

**Main Squeeze**  
\$2,500

**Fresh Squeeze**  
\$1,250

**Lemon Drop**  
\$500

BEFORE LEMONADE DAY					
Exclusive “Presented By” Status for full duration of 2021	●				
Brand recognition on coastalbend.lemonadeday.org with link to sponsor’s website or Facebook page	<b>Presenting</b>	<b>Logo</b>	<b>Logo</b>	<b>Name</b>	<b>Name</b>
Company name listed at sponsor level on chamber website event listing	●	●	●	●	●
Top billing on unitedccchamber.com, including home page slider and main graphic displayed on website event listing	●				
Company logo included on Lemonade Day Coastal Bend Facebook page 2021 sponsors album	●	●	●	●	●
Company logo included on Lemonade Day Coastal Bend Facebook page profile & cover photos (for full duration of 2021)	●				
Brand recognition in printed Lemonade Day ads	<b>Presenting</b>	<b>Logo</b>	<b>Logo</b>	<b>Name</b>	
Business spotlight incorporated into Lemonade Day article included 2021 issue of Inspire Coastal Bend Magazine (requested content must be provided by TBD based on event date)	●				
Company recognized as sponsor on Lemonade Day radio ads	●	●			
Company logo included on Lemonade Day PSA video	●	●	●		
Company name included on all Lemonade Day Coastal Bend press releases, listed at sponsor level	●	●	●	●	
Opportunity to provide company promotional item to registered participants (must be provided to point of contact)	●	●	●	●	
Opportunity to participate in #irockedlemonzest social media campaign	●	●	●	●	
DURING LEMONADE DAY & RELATED EVENTS					
Brand recognition on event sponsor board, displayed at all official Lemonade Day Coastal Bend events	<b>Presenting</b>	<b>Logo</b>	<b>Logo</b>	<b>Logo</b>	<b>Name</b>
Volunteer and mentor opportunities to engage employees	●	●	●	●	
Invitations to participate in official Lemonade Day Coastal Bend VIP Tour on date TBD (# of invitations shown)	<b>(10)</b>	<b>(6)</b>	<b>(4)</b>	<b>(3)</b>	<b>(2)</b>
AFTER LEMONADE DAY					
Top billing in post-event publicity	●				
Brand recognition in post-event “Thank You” e-blast & Facebook post	<b>Presenting</b>	<b>Logo</b>	<b>Logo</b>	<b>Logo</b>	<b>Name</b>

# Lemonade Day Coastal Bend

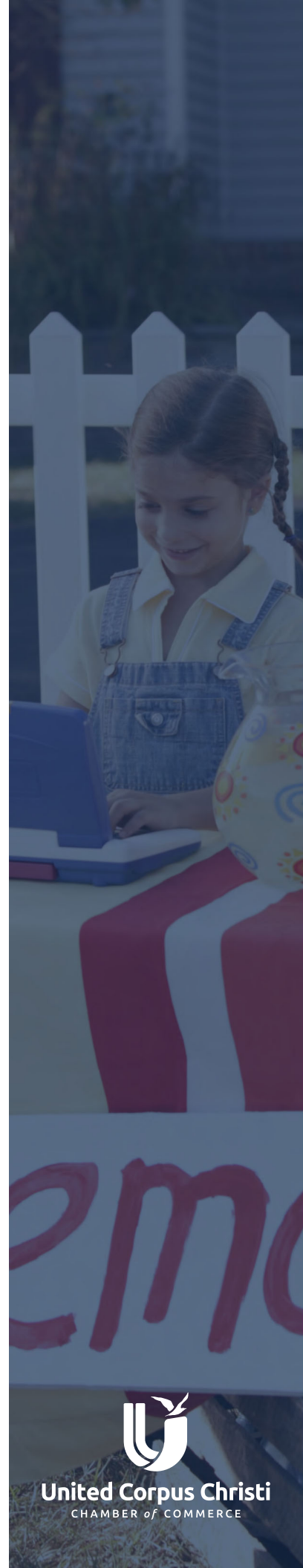
## 2021 SPONSORSHIP OPPORTUNITIES, CONT'D.

### OFFICIAL TOUR SPONSOR..... \$3,000 INVESTMENT

ONE AVAILABLE

- Exclusive opportunity to provide vehicles for the Lemonade Day Coastal Bend VIP Tour date TBD, tour participants to include local dignitaries, chamber board members and event sponsors
- Company logo displayed and hyperlinked on [coastalbend.lemonadeday.org](http://coastalbend.lemonadeday.org)
- Company listed as Official Lemonade Day Tour Sponsor on chamber website event listing
- Company logo included in sponsor album on Lemonade Day Coastal Bend Facebook page
- Company logo included on printed Lemonade Day ads
- Company recognized as Official Tour Sponsor on Lemonade Day radio ads
- Company logo included on Lemonade Day PSA video
- Company name included on all Lemonade Day Coastal Bend press releases, listed as Official Tour Sponsor
- Opportunity to provide company promotional item to registered participants (must be provided to Christy Tupaj).
- Company logo included on event sponsor board, displayed at all official Lemonade Day Coastal Bend events
- Volunteer and mentor opportunities to engage employees
- Opportunity for company representatives to participate in Lemonade Day Coastal Bend VIP Tour date TBD.
- Company logo included in post-event "Thank You" e-blast & Facebook post

**"Lemonade Day is a nationwide educational initiative that introduces youth to entrepreneurship, teaching them how to start, own, and operate their own business- through the hands-on experience of running a lemonade stand. They earn real money and use 100% of their profit to spend, save, and share based on their goals. Along the way, youth build self-esteem and new mindsets that can propel them to success they may have not pursued otherwise."**



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## 2021 SPONSORSHIP OPPORTUNITIES, CONT'D.

### T-SHIRT SPONSOR..... \$2,000 INVESTMENT

ONE AVAILABLE

- Underwrites the production of Lemonade Day Coastal Bend t-shirts, provided to the first 200 youth in our community who register to participate
- Company logo displayed and hyperlinked on [coastalbend.lemonadeday.org](http://coastalbend.lemonadeday.org)
- Company listed as T-Shirt Sponsor on chamber website event listing
- Company logo included in sponsor album on Lemonade Day Coastal Bend Facebook page
- Company name included on printed Lemonade Day ads
- Company name included on all Lemonade Day Coastal Bend press releases, listed as T-Shirt Sponsor
- Opportunity to provide company promotional item to registered participants (must be provided to Christy Tupaj)
- Opportunity to participate in #irockedlemonzest social media campaign
- Company logo included on event sponsor board, displayed at all official Lemonade Day Coastal Bend events
- Volunteer and mentor opportunities to engage employees
- Two invitations to participate in the official Lemonade Day VIP Tour
- Company logo included in post-event "Thank You" e-blast & Facebook post

**"The foremost objective of Lemonade Day Coastal Bend is to help today's youth become the business leaders, social advocates, community volunteers and forward-thinking citizens of tomorrow."**

### Sponsorship Point of Contact:

**Christy Tupaj**  
*Communications and Marketing*

Office 361-881-1800  
Direct 361-371-4472  
Email [triston@unitedccchamber.com](mailto:triston@unitedccchamber.com)

# Lemonade Micro Loan Day

**EARLY SPRING 2021 | ALL DAY EVENT**

We invite you to join us in the effort to teach Coastal Bend youth about the importance of financial literacy and goal setting by becoming a sponsor of the inaugural *Lemonade Micro Loan Day*. This fresh, new event and sponsorship opportunity is an opportunity for local banks and financial institutions to get involved with and support Lemonade Day Coastal Bend, an educational initiative that introduces youth to entrepreneurship, teaching them how to start, own and operate their own business, a lemonade stand. *Lemonade Micro Loan Day* will take place in the early Spring prior to the annual Lemonade Day Coastal Bend. The community-wide event will provide the opportunity for program participants to visit one of the participating business locations to learn first-hand about the process of securing a business loan and the importance of opening a savings account.

## LEMONADE MICRO LOAN DAY SPONSOR..... \$2,000 INVESTMENT

- Sponsorship opportunity available to local banks & financial institutions
- Company listed on press release announcing Lemonade Micro Loan Day
- Company name included on e-blasts and promotional flyers promoting Lemonade Micro Loan Day to registered program participants and the community
- Official Lemonade Day yard sign to display outside participating business location, company logo included on sign provided for your business location(s)
- Presence in video used on social media posts promoting Lemonade Micro Loan Day
- Volunteer and mentor opportunities to engage employees on Lemonade Micro Loan Day

## IN ADDITION TO ALL "FRESH SQUEEZE" SPONSORSHIP BENEFITS:

- Company name listed on [coastalbend.lemonadeday.org](http://coastalbend.lemonadeday.org) with link to sponsor's website
- Company name listed at sponsor level on chamber website event listing
- Company name included on printed Lemonade Day Coastal Bend ads
- Company name included on all Lemonade Day Coastal Bend press releases
- Opportunity to provide company promotional item to registered participants
- Opportunity to participate in #irockedlemonzest social media campaign
- Company logo included on event sponsor board, displayed at official program events
- Three invitations to participate in official Lemonade Day Coastal Bend VIP Tour on date TBD.
- Company logo included on post-event "Thank You" e-blast & Facebook post

### Sponsorship Point of Contact:

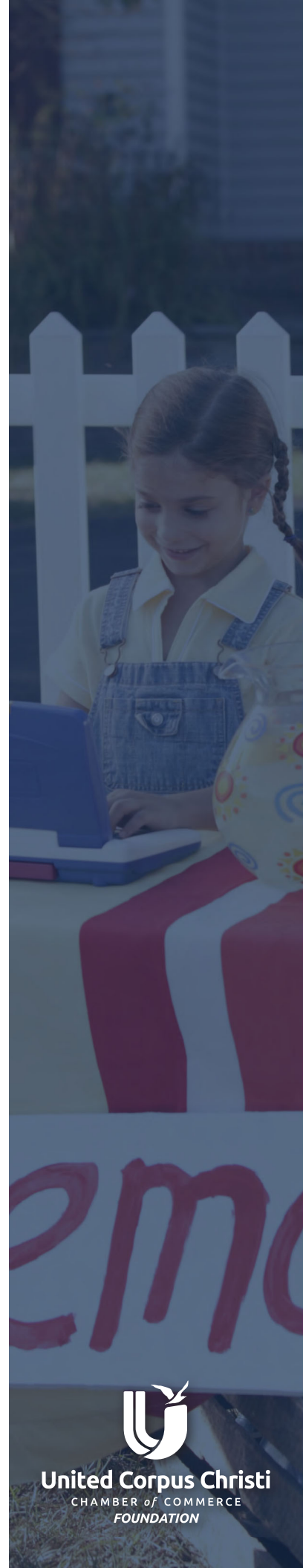
**Christy Tupaj**

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**United Corpus Christi**  
CHAMBER of COMMERCE  
FOUNDATION