

LEMONADE DAY COASTAL BEND

MAY 11, 2019 | ALL DAY EVENT | THROUGHOUT THE COASTAL BEND

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. The success of Lemonade Day relies on members of the community coming together for a common purpose— to train the next generation of entrepreneurs. 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 on Saturday, May 11, 2019.

SPONSORSHIP BENEFITS	BIG SQUEEZE	MAIN SQUEEZE	FRESH SQUEEZE	LEMON DROP
Brand recognition on Lemonade Day sponsor page	Logo	Logo	Logo	Name
Opportunity to include company promotional item or flyer inside participant backpacks <i>(must be provided by March 1)</i>	Yes	Yes	Yes	—
Quarter page ad included in Lemonade Day event program	Yes	—	—	—
Company logo displayed and hyperlinked on coastalbend.lemonadeday.org	Yes	Yes	Yes	Yes
Company name listed at sponsor level on chamber website event listing	Yes	Yes	Yes	Yes
Company logo included in sponsor album on Lemonade Day Facebook page	Yes	Yes	Yes	Yes
Brand recognition on all e-blasts sent to Lemonade Day participants	Logo	Name	—	—
Brand recognition in printed Lemonade Day ads	Logo	Name	Name	—
Recognition on event sponsor board, displayed at all Lemonade Day events	Logo	Logo	Name	—
Company recognized on Lemonade Day radio ads	Yes	—	—	—
Company logo included on Lemonade Day PSA	Yes	—	—	—
Company name listed at sponsor level on all Lemonade Day press releases	Yes	Yes	—	—
Volunteer and mentor opportunities to engage employees	Yes	Yes	Yes	—
Opportunity for company representative to serve as judge for the Lemonade Day Taste Test Contest	Yes	—	—	—
Invitations to participate in the official Lemonade Day VIP Tour on May 11	(2)	(2)	(2)	(2)
Tickets to attend the Entrepreneur Breakfast wrap-up event (Summer 2019)	Table	(4)	(2)	—
SPONSORSHIP INVESTMENT	\$5,000	\$2,500	\$1,250	\$500



SPONSORSHIP POINT OF CONTACT

Cecilia DuPree, Program Specialist
(361) 881-1800 | cecilia@unitedcorpuschristichamber.com

LEMONADE DAY

2019 SPONSORSHIP OPPORTUNITIES, CONT'D.

OFFICIAL TOUR SPONSOR

\$6,500

One available

- Exclusive opportunity to provide vehicles for the Lemonade Day VIP Tour on Saturday, May 11, tour participants to include local dignitaries, chamber board members and event sponsors
- Opportunity for company representative to participate in each shift of tour
- Logo recognition on Lemonade Day sponsor page
- Opportunity to include company promotional item or flyer inside participant backpacks *(Must be provided by March 1)*
- Quarter page ad included in Lemonade Day event program
- Company logo displayed and hyperlinked on 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 Facebook page
- Logo recognition on all e-blasts sent to Lemonade Day participants
- Company logo included on printed Lemonade Day ads
- Company logo included on event sponsor board, displayed at all Lemonade Day events
- Company recognized on Lemonade Day radio advertisements
- Company logo included on Lemonade Day PSA
- Company listed as Official Lemonade Day Tour Sponsor on all event press releases
- Volunteer and mentor opportunities to engage employees
- Two (2) tickets to attend the Entrepreneur Breakfast wrap-up event (Summer 2019)

T-SHIRT SPONSOR

\$2,000

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
- Logo recognition on Lemonade Day sponsor page
- Company logo displayed and hyperlinked on 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 Facebook page
- Volunteer and mentor opportunities to engage employees
- Two (2) invitations to participate in the official Lemonade Day VIP Tour on May 11
- Two (2) tickets to attend the Entrepreneur Breakfast wrap-up event (Summer 2019)

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