



## Lemonade Day Awards

This year we will be giving out a total of five awards to the young entrepreneurs. Each award has its own criteria and specific requirements. Please read the descriptions thoroughly. Participation in all of the awards, except Best Overall Stand, is optional.

**The award recipients will be announced at the Awards Ceremony, Thursday, May 10<sup>th</sup> at 5:30 p.m., hosted at the Children's Museum of Fond du Lac. We will be having a complimentary pizza party for all that attend. There is no cost to attend; bring the family and we hope to see you there!**

### 1. Entrepreneur of the Year

To be considered for Entrepreneur of the Year you must write a short reflection paper to tell us about your Lemonade Day experience and Business Results. The questions and scoring criteria are listed on a following page. Please submit your short essay and pictures via email or in person to the Envision Greater Fond du Lac office by 4:00 p.m., May 8<sup>th</sup> 2018. Handwritten or typed papers are both acceptable and there is no length requirement. Pictures of your Lemonade Day journey are required to be considered for the award.

### 2. Best Tasting Lemonade

Make your very own delicious lemonade recipe and join the Best Tasting Contest! To qualify for this award, teams must participate in the Best Tasting Contest on April 28<sup>th</sup> at the Children's Museum of Fond du Lac. Pre-registration is required and open as of April 1, 2018.

### 3. Best Overall Stand

On May 5<sup>th</sup>, teams will be judged on a variety of aspects including their customer service, signage and creativity to name a few. Volunteer judges will visit every stand on the map and ask your team questions to learn about your unique lemonade business. The judging rubric is included on a following page.

#### 4. The Greatest Give Back

This award will be based on how your team dispenses their profits. Factors include how much money was donated and the reason behind the donation. In order to qualify for this award, each team must submit the amount that they donated, to what organization and a brief explanation behind their decision. Submit via email or in person to the Envision Greater Fond du Lac office by 4:00 p.m., May 8<sup>th</sup>, 2018.

#### 5. Best Business Partner

Did you have a business partner that went above and beyond to support your team through the process? Did they attend lessons, help you spread the word, or give you a great idea? Nominate them for this award on the attached form. Please fill out the attached nomination form and submit via email or in person to the Envision Greater Fond du Lac office by 4:00 p.m., May 8<sup>th</sup>, 2018.

#### How To Submit

1. Any questions should be directed to Envision Greater Fond du Lac at 920.921.9500
2. Any submissions that are physically dropped off should be done so at Envision Greater Fond du Lac, 23 S. Main Street, Suite 101, Fond du Lac, WI 54935
3. All email submissions should be sent to Bernadette at [bseefeld@envisiongreaterfdl.com](mailto:bseefeld@envisiongreaterfdl.com)
4. **All submissions, whether via email or in person must be received by 4:00 pm, May 8<sup>th</sup>, 2018**



## **Best Business Partner – Nomination Form**

## Best Business Partner

Name of Business and/or Business Representative that you are nominating:

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Your Name:

Your Team Name:

Please state below why you think this business/business representative should win Best Business Partner. Tell us why you think they were great! Please include how they were involved in your Lemonade Day process and who was all involved from the business. This is your chance to say thank you!

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

## **Entrepreneur of the Year - Questions & Criteria**

**Write a short reflection paper to tell us about your Lemonade Day experience and Business Results. Handwritten or typed papers are both acceptable and there is no length requirement. Pictures of your Lemonade Day journey are required to be considered for the award. We can't wait to hear your story!**

**1) Business Results (25 points for completion)**

- Tell us about your Lemonade Day experience
- Let's crunch the numbers. How much did you:
  - Spend
  - Share
  - Save

**2) Goals Section (25 points for completion)**

- What goals did you set and were you able to achieve them?

**3) Share Your Story (0-50 Points for completion)**

This section is graded subjectively based on the creativity, content and originality of the answers.

- Why did you do Lemonade Day? (0-10 points)
- Tell us about your business... (0-15 points)
- What did you do well and what would you do differently next time? (0-15 points)
- Now that you're an entrepreneur, what's next for you? (0-10 points)

**4.) Pictures (0-10 points)**

We want to see pictures of your Lemonade Day journey. Please submit at least 3 pictures. Example pictures include:

- Working with your team
- In action building your stand
- Your team filling out the workbook
- Hands-on making your lemonade recipe
- Shopping with your mentor for supplies
- Your stand on Lemonade Day

## **Best Overall Stand**

On May 5<sup>th</sup>, volunteer judges will use the following rubric to determine the Best Overall Stand. Be prepared to answer the questions and make sure your stand addresses the following criteria. Have FUN!

<b>Best Overall Stand</b>	<b>Criteria</b>	<b>1</b> <b>Poor</b> – Doesn't meet expectations	<b>2</b> <b>Fair</b> – Meets expectations	<b>3</b> <b>Good</b> – Above expectations	<b>4</b> <b>Excellent</b> – Exceeds highest expectations
<b>Goals</b>	Was the owner able to clearly communicate their goals for the day?				
<b>Customer Service</b>	Was the service efficient, friendly and order accurate?				
	Did the owner make eye contact and smile?				
<b>Marketing &amp; Signage</b>	Did the owner demonstrate any creative marketing strategies?				
	Is signage posted and clear? i.e. stand name, pricing, sponsor recognition, etc.				
<b>Creativity</b>	Did the stand demonstrate uniqueness, creativity and presentation?				
<b>Business Plan</b>	Did the stand location offer a competitive advantage?				
	Was the owner able to clearly communicate their plans for saving and sharing their profits?				
<b>Total Points</b>	<b>Add up points &amp; insert total -&gt;&gt;&gt;</b>				