

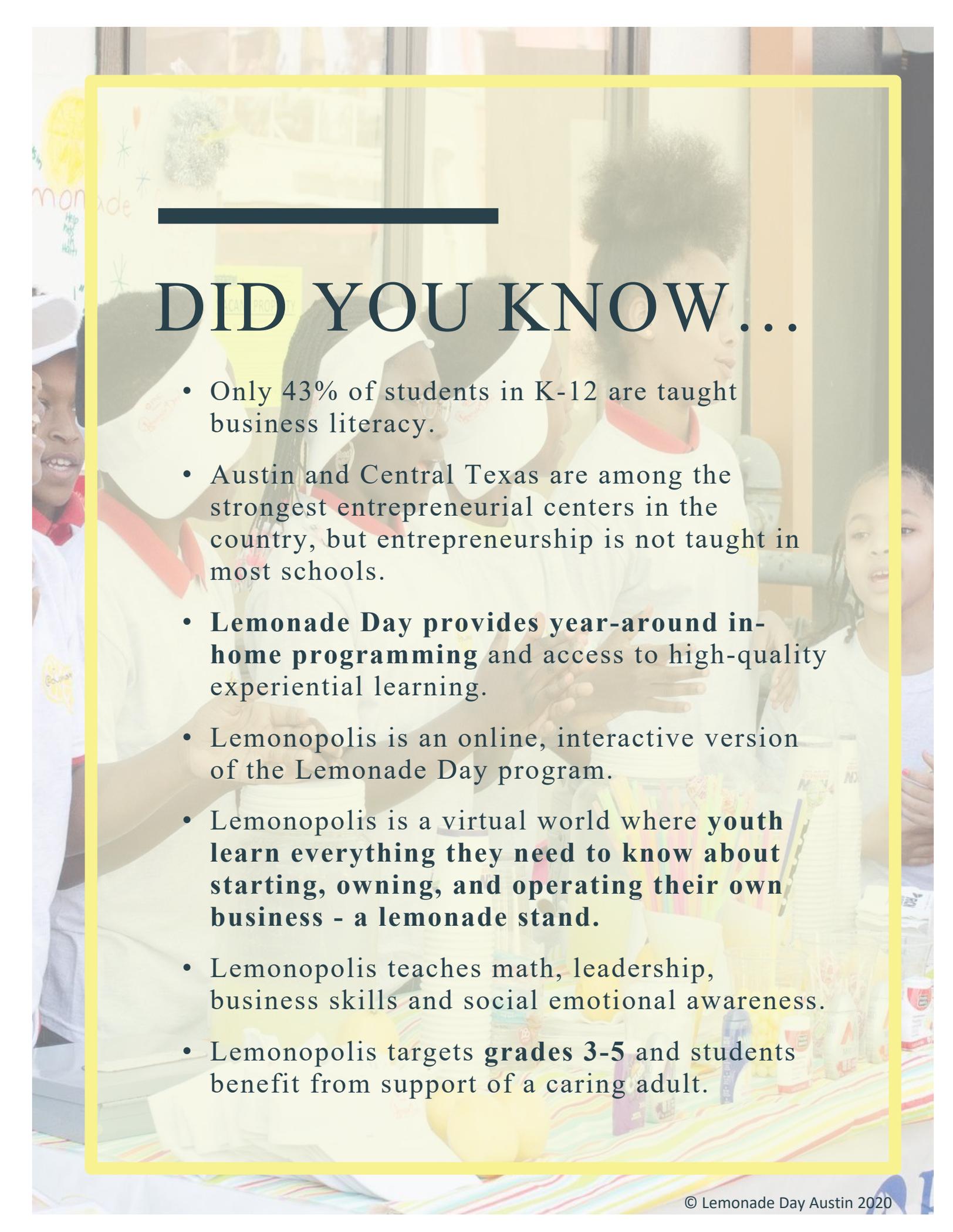
Teaching Kids The Power of Entrepreneurship

INVESTOR PACKET

It's more than just a day!



*Lemonade Day!*TM

A background image showing several children, mostly young girls, wearing white t-shirts with red collars and white hats. They are gathered around a table covered with a colorful striped tablecloth. On the table, there are various items including lemons, a pitcher, and some containers. One child in the foreground is holding a lemon. The scene appears to be an outdoor or semi-outdoor lemonade stand event. The text is overlaid on this image.

DID YOU KNOW...

- Only 43% of students in K-12 are taught business literacy.
- Austin and Central Texas are among the strongest entrepreneurial centers in the country, but entrepreneurship is not taught in most schools.
- **Lemonade Day provides year-around in-home programming** and access to high-quality experiential learning.
- Lemonopolis is an online, interactive version of the Lemonade Day program.
- Lemonopolis is a virtual world where **youth learn everything they need to know about starting, owning, and operating their own business - a lemonade stand.**
- Lemonopolis teaches math, leadership, business skills and social emotional awareness.
- Lemonopolis targets **grades 3-5** and students benefit from support of a caring adult.

OUR MISSION...

To help today's youth become the business leaders, social advocates, community volunteers and forward-thinking citizens of tomorrow. . . right here in Austin and Central Texas!

After two successful years with the West Austin Chamber of Commerce, Lemonade Day Austin is now a program of Sweet Success, a new 501c3 nonprofit with the mission to provide educational and business-focused programming and opportunities to Austin area youth. This means more opportunities to bring this national program to local kids!

THE WINNING RECIPE

WHO IS LEMONADE DAY AUSTIN?

Morgan Briscoe,
Executive Director of
Sweet Success

Cole Arledge, AV
Capital

Chris Earthman,
Aragona Family
Foundation

Narayana Janga, IBM

John Turner, Turner
Wealth Management

- 2,000 Central Texas kids
- A strong national brand, curriculum, and network of relationships
- Partnerships with youth nonprofits like: Boys & Girls Clubs, YMCA and Austin PALS
- Lemonade Day University offers in-depth trainings for parents and kids at throughout Central Texas
- A community of business leaders and volunteers
- All profits go to kids' savings goals or their favorite philanthropic cause
- Lots of lemons, sugar, and hard work
- A future generation of juiced-up entrepreneurs

WHY LEMONADE DAY?

- 88% of caring adults say Lemonade Day helped their youth to correlate math with the real world
- 86% of adults saw an improvement in their youth's ability to set financial goals
- 88% saw improvement in their youths' communication skills
- 87% felt their youths' self-esteem improved
- 86% said their youth had an increased sense of purpose

**PROGRAM
SPONSORSHIP**

\$1,000

**FRESH
SQUEEZE
SPONSOR
(15 available)**

- Logo on Lemonopolis virtual learning module
- Logo on website
- Promotional posts on social media

**CONTEST
SPONSORSHIPS**

\$2,500

**BEST
TASTING
LEMONADE
CONTEST
SPONSOR**

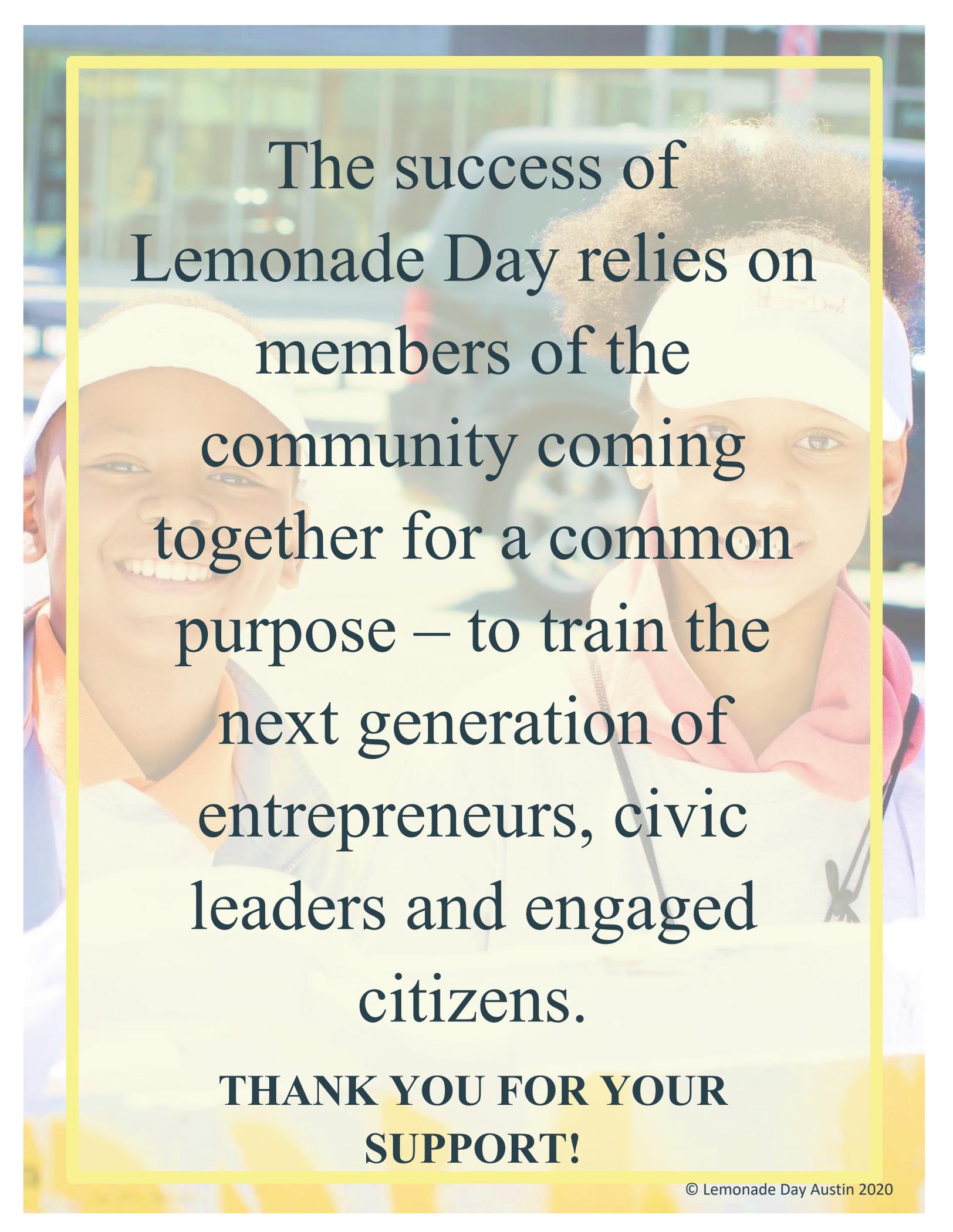
- Category exclusivity
- Recognition as presenting sponsor of Best Tasting Lemonade Contest event marketing materials, social media promotion and awards
- Logo on Lemonade Day print workbooks and in Lemonopolis virtual learning module
- Logo on prominently displayed on website

**BEST
LEMONADE
STAND
CONTEST
SPONSOR**

- Category exclusivity
- Recognition as presenting sponsor of Best Stand Design Contest through marketing, social media promotions and awards
- Logo on Lemonade Day print workbooks and in Lemonopolis virtual learning module
- Logo on prominently displayed on website

**ENTREPRENEUR
OF THE YEAR
CONTEST
SPONSOR**

- Category exclusivity
- Recognition as presenting sponsor of Entrepreneur of the Year Contest marketing materials, social media promotion and awards
- Logo on Lemonade Day print workbooks and in Lemonopolis virtual learning module
- Logo on prominently displayed on website



The success of
Lemonade Day relies on
members of the
community coming
together for a common
purpose – to train the
next generation of
entrepreneurs, civic
leaders and engaged
citizens.

**THANK YOU FOR YOUR
SUPPORT!**