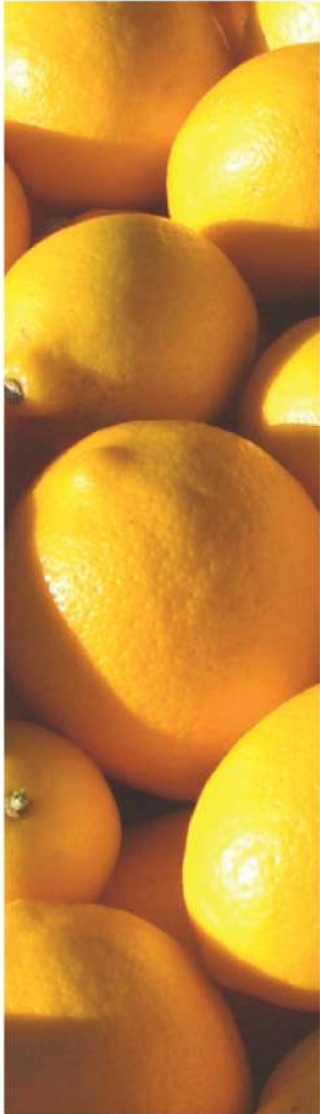


t h e w o r l d ' s l o n g e s t  
**LEMONADE STAND**



**INSPIRE. EMPOWER. ACHIEVE.**

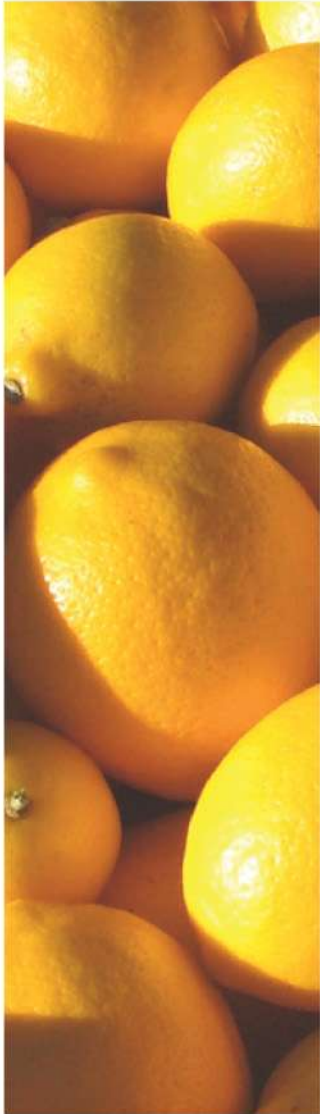


## Our Goal

Inspire our kids to dream big and achieve their goals through a fun, memorable effort to create the Guinness World Record Longest Lemonade Stand ever assembled.

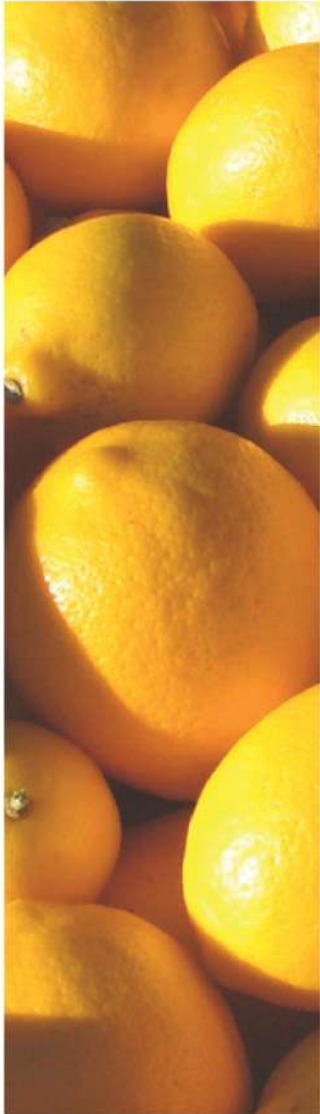
Every kid dreams of earning a Guinness World Records.....

.....now's the chance to do it!



## Background

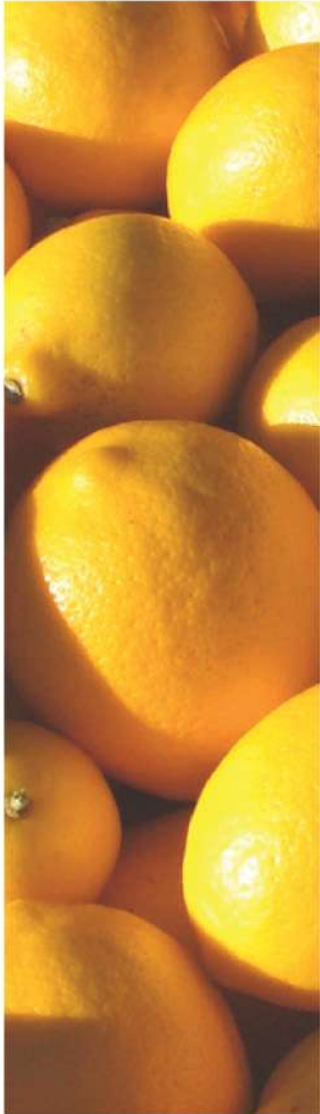
- Record request submitted and accepted by GWR in April, 2010
- September, first meeting with Beverly PTA
- January, 2011, committees formed, collateral materials developed
- February, open invitation to BPS, its schools and the community at large to participate
- March, sponsorship sales
- April, implement curriculum
- May, stand sales
- June, July, event development
- **August 20<sup>th</sup>, 2011, National Lemonade Day, implement the event**



## The Event

- Implemented in Beverly Park, on August 20<sup>th</sup>, 2011
  - National Lemonade Day
  - Woodward Dream Cruise
- Longest Lemonade Stand will have a modular design
  - Individual 4 foot sections will be sold in advance and built as kits
  - Sections will be brought to Park on event day and be connected to one another
  - Sections will have identical size and dimensions, however each section can be decorated by the individual owner
- Stands may be purchases by a variety of customers
  - Families, groups of families
  - Interest groups, booster clubs
  - Businesses





## Event

- To set the record:
  - Stand has to be an active Lemonade stand for a short period of time
  - Although Lemonade will be available for sale, conducting actual lemonade transactions is not the objective
- Carnival-like environment
  - To attract guests, and maximize the experience, LLS will include numerous attractions

Lemonade tastings

Kids zone

Silent auction

Book fair

Activities & music

Speeches

Educational booths

Retail opportunities

Displays

Food & games



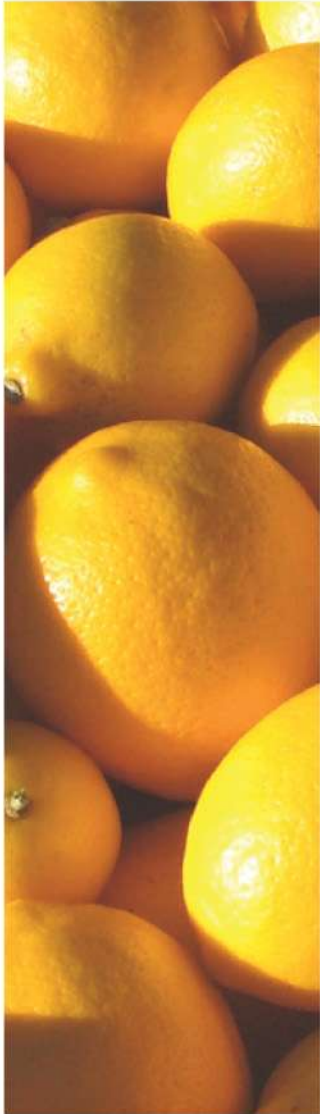
## Why a Lemonade Stand?

- Kids LOVE Lemonade stands!
- For most kids, a lemonade stand is a first business venture
- Kids understand the concept and can be fully involved in the creation and execution of this event



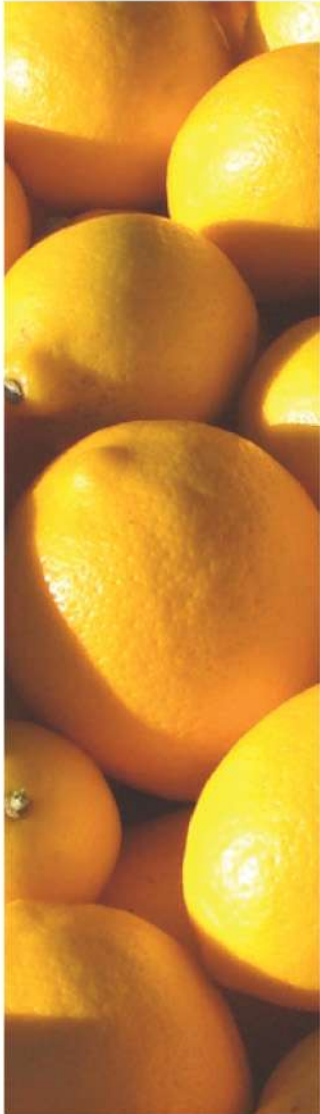
## Objectives

- Provide an engaging learning experience for the kids
- Galvanize the community
- Raise funds for education



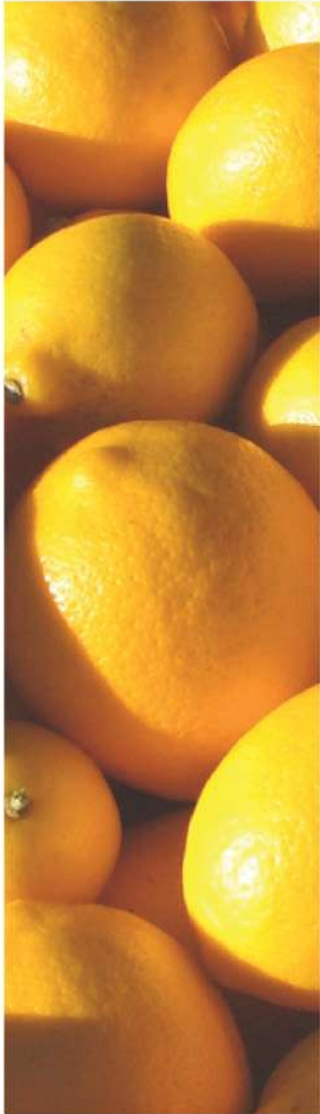
## Provide an engaging learning experience

- Offer an age appropriate curriculum
  - Highlight basic math and business principles
  - Several template programs exist
- Kids can be involved in building and decorating the stand
  - Participants own their section which can be re-used
- Ancillary opportunities
  - Art projects
  - Video gaming
  - Physical education
  - Health awareness
- Live the motto: Inspire. Empower. Achieve.



## Galvanize the community

- The notion of GWR is to think big!
- Create a community event
  - District wide
  - Invite businesses, schools, interest groups to stand together as one
  - Lemonade stand lead-up events
    - VIP party
    - Stand assembly gathering
- Event is memorable, motivating, and FUN!



## Raise funds

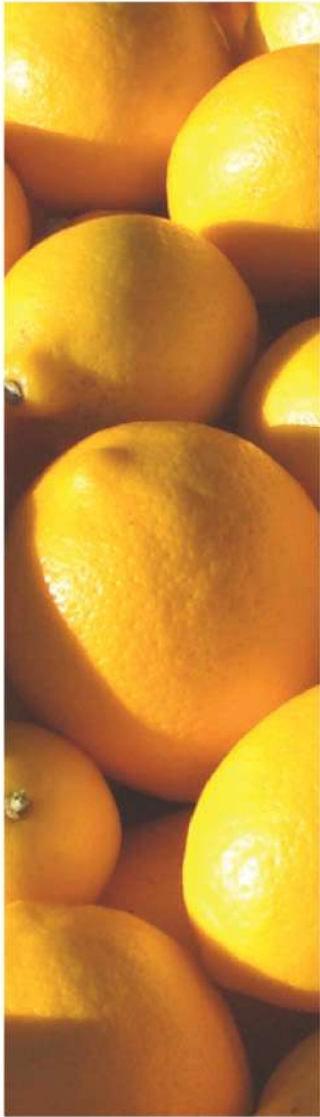
- GWR is a marketing powerhouse
  - Sponsorship visibility
  - Media opportunities
  - Lasting impression
- Proactive response to critical funding issues
  - Aligned with students best interests
- Multiple potential revenue streams
  - Sponsors
  - Stand sales
  - Event activities
  - Merchandise



## Raise Funds con't

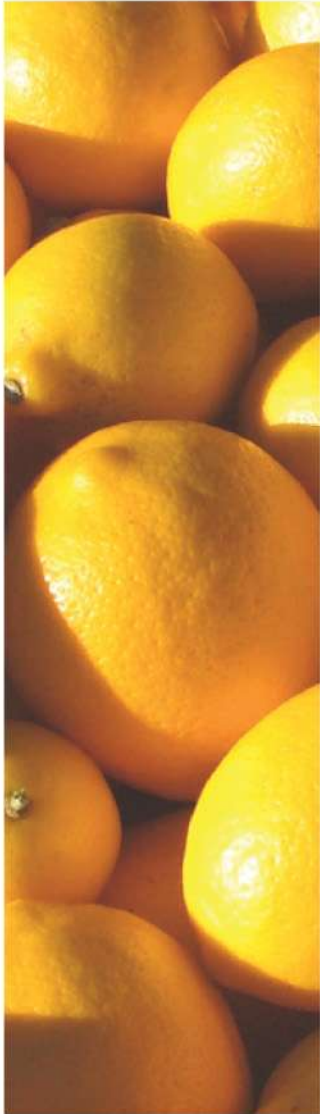
- Sponsor targets:
  - Educational supporters
  - National organizations with thematic tie
  - Local companies with employees in the area
  - Businesses looking for marketing opportunities and goodwill
  - Families, family foundations, grant writers, individuals
  - Those who want to be part of a GWR

the world's longest  
**LEMONADE STAND**



the world's longest  
**LEMONADE STAND**

SPONSORSHIP AT A GLANCE	Presenting Sponsor	Stage Sponsor	Guinness Award Sponsor	Curriculum Sponsor	Legacy Sponsor	VIP Event Sponsor	Kid Fun Zone Sponsor	INSPIRE! Sponsor	EMPOWER! Sponsor	ACHIEVE! Sponsor
Recognition on all promotional materials	☀️	☀️	☀️	☀️	☀️	☀️	☀️	☀️	☀️	☀️
Recognition on all marketing elements	☀️	☀️	☀️	☀️	☀️	☀️	☀️	☀️	☀️	☀️
Branded section of lemonade stand	20'	8'	8'	8'	8'	4'	4'	4'	4'	4'
Position and linkage on electronic communications	☀️	☀️	☀️	☀️	☀️	☀️	☀️	☀️	☀️	☀️
Name/logo on legacy project	☀️	☀️	☀️	☀️	☀️	☀️	☀️	☀️	☀️	☀️
Name on commemorative plaque at BPS	☀️	☀️	☀️	☀️	☀️	☀️	☀️	☀️	☀️	☀️
Ability to market event to your audience	☀️	☀️	☀️	☀️	☀️	☀️	☀️	☀️	☀️	☀️
Participation at VIP event	20 guests	16 guests	10 guests	8 guests	8 guests	16 guests	4 guests	10 guests	6 guests	4 guests
Speaker at Lemonade Event	☀️	☀️	☀️							
Speaker at VIP event	☀️			☀️	☀️	☀️				
Stand alone press release	☀️									
Visibility on stage area		☀️								
Support Guinness Adjunct			☀️							
Primary curriculum support				☀️						
Curriculum announcements sent districtwide				☀️						
Legacy project benefactor					☀️					
VIP event visibility						☀️				
Primary visibility at Fun Zone							☀️			
Inspire our kids to achieve their dreams!	☀️	☀️	☀️	☀️	☀️	☀️	☀️	☀️	☀️	☀️

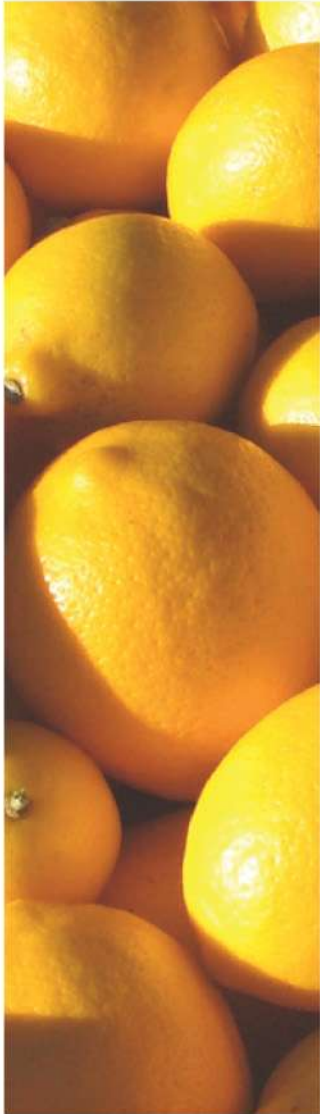


## Legacy Statue

Legacy statue could be a symbolic representation of achievement. Consider a 15 foot high steel structure with a curved, upswept design with individual steel beams representing permanence and our objectives to inspire, empower and achieve. At the point where the beams converge is a bright yellow crystal representing the Lemonade Stand.

Or, the Legacy project could be a bronze lemonade stand inscribed with the names of participants.





## Sponsorship revenue sharing

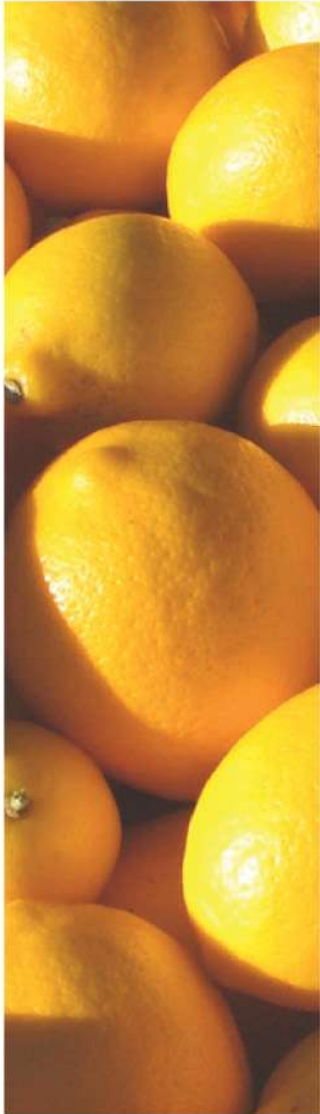
- 50% of funds directed back to community
  - 20% Beverly Elementary – concept creator
  - 15% Program administration
  - 10% Birmingham Education Foundation
  - 5% Beverly village for support
- 50% of each sponsorship dollar can be directed to up-to two sponsor-selected educational interests
  - All potential recipients must:
    - Have a primary mission of youth education
    - Be pre-approved
  - Recipients could include:
    - Specific school district
    - Specific school (public or private)
    - Booster club or special interest group
  - Potential sales incentives exist



## How to get involved

### Executive committee:

PTA President, Project Management – Monica Mercer  
Sponsorship Development - Kari Silcox, Sandy Hamady  
Branding – Ashley Caza  
Marketing – Brian Cook  
BEF/BPS Liaison – Becky Brady  
Educational/Curriculum – Ann Liebler and teachers  
Media Support – Mary Ann Hupp  
Stand Design – Brian Cook, Pat Westerlund  
Event Day – Jen Ruprich  
Financial – Kim Whitman  
Legal – Michael Brady, Ben Dolan

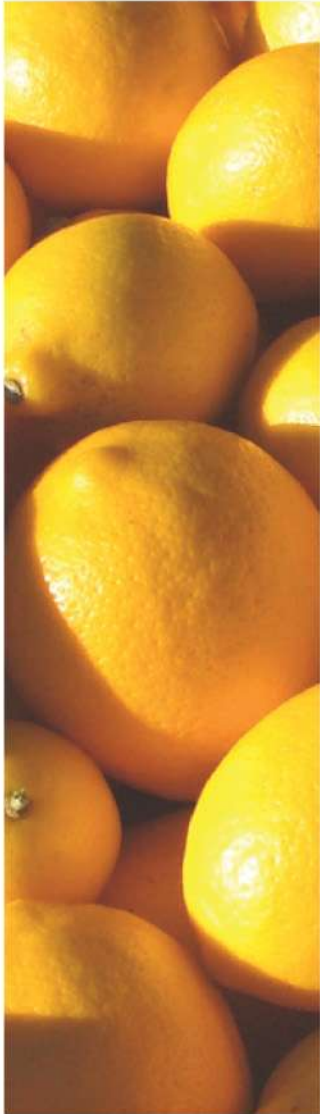


## How to get involved

### Other needs:

- School liaisons
- BPS support
- Stand sales
- Volunteer coordinators
- Volunteers

*Tonight's meeting is a strategic tipping point for the LLS*



## Contact us

- Website – [www.LongestLemonadeStand.com](http://www.LongestLemonadeStand.com)
- Facebook – Longest Lemonade Stand
- Sponsor email – [Sponsors@LongestLemonadeStand.com](mailto:Sponsors@LongestLemonadeStand.com)  
Sponsor phone Kari Silcox 248-808-0810
- Volunteer email – [volunteers@LongestLemonadeStand.com](mailto:volunteers@LongestLemonadeStand.com)
- Info/Buy a section – [Info@LongestLemonadeStand.com](mailto:Info@LongestLemonadeStand.com)

**THANK YOU FOR YOUR INTEREST!**

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