



LifeSmarts Partnership Opportunities 2017-2018



LifeSmarts

LifeSmarts is the National Consumers League's free, national consumer education program that has been empowering young people by building 21st Century skills since 1994. The program prepares the next generation to become successful consumers in an increasingly complicated marketplace. LifeSmarts offers a comprehensive curriculum for educators and competitive scholarship opportunities for students.

Partner with us

LifeSmarts gives teens the tools they need to take control of their lives and make better decisions than those left to figure it out on their own. Teens spend billions of their own dollars and influence their families' purchasing decisions. Last year, teen consumers spent \$259 billion, \$91 billion of which came from wages, and \$168 billion from parents and gifts.

LifeSmarts has a life-long impact on participants and a positive ripple effect on their families and communities.

Well-rounded curriculum

There's something in LifeSmarts for everyone! Core topic areas include:



Personal finance

(credit & debt management, financial planning, taxes, career planning, and more)



Consumer rights & responsibilities

(decision making, consumer protection, fraud, contracts, marketplace economics, and more)



Health & safety

(disease & medicine, healthcare, first aid, nutrition, safety, wellness and more)



Technology

(social networks, computing, cyber ethics, privacy & security, and more)



The environment

(atmosphere, water & land, energy, sustainability, waste management, and more)



"This program is such a benefit to students. It teaches them a wide variety of knowledge, builds confidence, improves teamwork & communication skills, and offers them so many opportunities like travel and scholarships."

–2017 Coach

LifeSmarts and its impact:



140,000

Students using LifeSmarts content in the classroom or beyond



50 states

Where LifeSmarts participants are active, plus the District of Columbia



2,003

Adult coaches



35,670

Students competing

3.5 million
Competition questions answered



1,638

Teams

In a student's words:



Alyssa, Waterbury, CT

“LifeSmarts has changed my life for the better in many ways. When I go to college next year, I expect to be well ahead of the curve. Working as a team has taught us more than just skills for the competition—it’s about our future. It’s about giving back to our communities and making our world a better place. Before LifeSmarts, I had never been on a plane or traveled to another state without my parents. I now look forward to studying abroad in college, and this is largely due to the confidence I’ve built traveling with LifeSmarts.”

Engagement opportunities

There are so many ways to get involved in LifeSmarts! Find out what's right for you, your company, or your organization, and join our program!

Events

2018 National LifeSmarts Championship

The National LifeSmarts Championship in San Diego, April 21-24, is our highest-profile event, bringing together designated students from across the country to compete for scholarships and prizes. As a national sponsor, you have the opportunity to support and engage with students, showcase your company's involvement, and volunteer.

Excursions

Does your company have an office or headquarters in California? We invite you to consider supporting this year's San Diego excursions through financial support or helping with connections. If you have an idea, we'd love to hear it!

Speaking opportunities: Meals and general sessions

We rely on financial contributions to help us support competitions, activities, and meals. Our sponsorship levels offer a variety of ways to support welcome sessions, including naming rights for the awards ceremony, luncheons, and dinner receptions.

Prizes and scholarships

Can you support a scholarship for a student? LifeSmarts honors our highest achieving students, for both individual excellence and team performance, with post-secondary scholarships—an investment that keeps on giving. Consider sponsoring scholarships for students and teams.

Gift bags

All attendees—students, adults, volunteers—at Nationals receive gift bags filled with marketing items from sponsors. Does your company have something that young consumers would find engaging? Help us fill up those sponsor bags with swag that will last beyond our four-day Championship event.



"Johnson & Johnson Consumer Inc. is proud to be a long-standing supporter of the LifeSmarts program and thrilled about the OTC Medicine Safety Mentoring project. As a manufacturer of over-the-counter medicines, Johnson & Johnson Consumer Inc. believes that the LifeSmarts OTC Medicine Safety Mentoring Project can help instill a healthy respect for all medicines in adolescents by teaching core concepts on the responsible use and safe storage of medicines. In doing so, we are building a healthier future for our adolescents, and helping to prevent medicine misuse, errors, and adverse events."

—Ed Kuffner M.D.,
Chief Medical Officer,
Johnson & Johnson
Consumer Inc.

Year-round support

Curriculum / program support

What is your company's area of expertise and how can we use it to bolster LifeSmarts curriculum? One of LifeSmarts' greatest assets is its up-to-date content, which requires frequent assessment and revisions, and partnerships enable us to strengthen content and expand into emerging topics.

The LifeSmarts Adventure App

Starting in 2016, LifeSmarts offers a web-based app to student participants as both a fun practice tool and additional competitive opportunity. New episodes of the app are launched regularly.

Collaborative partnerships

Strong partnerships with FBLA (Future Business Leaders of America) and FCCLA (Family, Career, and Community Leaders of America) make LifeSmarts available to the 500,000+ members of these student leadership organizations.

Regional training camps

At LifeSmarts Training Camps, hosted periodically across the country, students learn, compete, and have fun, while educators gain new teaching resources and competition strategies. The Camps help State Coordinators set roots in new communities or attract teams. Attendees include educators, community leaders, 4-H Clubs, FCCLA and FBLA Chapters, and more. Partners help determine Training Camp locations, based on shared interests and program needs.

Volunteering

LifeSmarts seeks volunteers to serve as state coordinators, competition officials, expert content editors or writers, and advisory board members at both the National Championship and throughout the year.



"UL has been a long-time supporter of the LifeSmarts program because we value equipping young people with relevant, real-world knowledge. We're thrilled that this partnership gives us an opportunity to recruit new, highly-motivated Safety Smart Ambassadors, and share our safety science knowledge and expertise with all LifeSmarts participants."

—Cara Gizzi,
Vice President,
Public Safety Advocacy,
Education and
Outreach, UL

Sponsorship levels

SPONSORSHIP BENEFITS	CHAMPION \$100,000	EDUCATOR \$75,000	COMMUNITY BUILDER \$50,000	SCHOLAR \$25,000	COMPETITOR \$10,000	ADVOCATE \$5,000
Availability	1	2	3	4	5	6
2018 National LifeSmarts Championship is April 21 - 24 in San Diego, CA						
MARKETING						
Top logo placement and recognition on all event collateral and marketing	✓					
Exclusive logo on lanyards	✓	✓				
Opportunity to supply gift bags	✓	✓	✓			
Logo placards for step and repeat	✓	✓	✓			
Logo placement and recognition in all event collateral and marketing	✓	✓	✓	✓		
Press release and media inclusion	✓	✓	✓	✓		
Hyperlinked logo in mobile app	✓	✓	✓	✓		
Hyperlinked logo on LifeSmarts homepage	✓	✓	✓	✓	✓	✓
Social media recognition	✓	✓	✓	✓	✓	✓
Opportunity to place branded item in gift bags	✓	✓	✓	✓	✓	✓
AT NATIONAL LIFESMARTS CHAMPIONSHIP EVENT						
Employee volunteer spots	5	3	2	1	1	1
Awards lunch naming rights	✓					
Streaming sponsor - logo during live stream, announced in press release	✓	✓				
Mobile app sponsor	✓	✓				
Speaking opportunity	✓	✓	✓			
Logo placement on stage (banner/video)	✓	✓	✓			
Logo placement on signage at venue	✓	✓	✓	✓		
Enhanced branding opportunities available	✓	✓	✓	✓		
Verbal recognition at event	✓	✓	✓	✓	✓	✓
ADDITIONAL BENEFITS						
Named scholarship	✓	✓	✓			
Hyperlinked logo on NCL's website	✓	✓	✓			
Blog feature (blog receives 20,000 visits per year)	✓	✓	✓	✓		
Feature in e-blast (to 3,500 coaches)	✓	✓	✓	✓		
Recognition in NCL Annual Report	✓	✓	✓	✓	✓	✓



Please contact Lee Granados, NCL's Senior Director of Development, at leeg@nclnet.org or (202) 207-2829 for more information.

