LifeSmarts Partnership Opportunities 2019-2020

A program of the National Consumers League
About 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 curricula for educators and competitive scholarship opportunities for students.

LifeSmarts gives teens the tools they need to take control of their lives and make well-informed life decisions. Teens play a significant role in the marketplace. They 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.

For 25 years, LifeSmarts has had a life-long impact on participants and a positive impact on their families and communities. Partner with us to support LifeSmarts!

Well-rounded curriculum

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

- **Personal finance**
  (credit & debt management, financial planning, taxes, and career planning)

- **Consumer rights & responsibilities**
  (decision-making, consumer protection, fraud, contracts, and marketplace economics)

- **Health & safety**
  (disease & medicine, healthcare, first aid, nutrition, safety, and wellness)

- **Technology**
  (social networks, computing, privacy & security, and cyber ethics)

- **The environment**
  (atmosphere, water & land, energy, sustainability, and waste management)

“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.”

—A LifeSmarts Coach
LifeSmarts and its impact each year

125,000
Students using LifeSmarts content in the classroom or beyond annually

35,000+
Students competing each year

3.5 million
Competition questions answered each year

43 states & DC
Where LifeSmarts participants are active, plus the District of Columbia

2,000+
Adults coach teams annually

2,500+
Teams compete annually

In a student’s words:

“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.”

Alyssa, Waterbury, CT
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

2020 National LifeSmarts Championship
The National LifeSmarts Championship in Washington, DC, April 25-28, is our highest-profile event, bringing together top-performing student teams 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 at the competition.

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
Could 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 to make an impact that goes beyond our four-day Championship event.

Special Events
Does your company have an office or headquarters in Washington, DC? We invite you to sponsor something special for participants. If you have an idea, we'd love to hear it!

“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.
Ongoing support

Curriculum / program support
What is your company’s area of expertise and how can we use it to bolster LifeSmarts curriculum? LifeSmarts’ up-to-date content requires frequent assessment and revision. Partnerships enable us to strengthen content and expand into emerging topics.

The LifeSmarts Adventure App
The LifeSmarts Adventure app offers a web-based app to student participants as a fun practice tool and competitive opportunity. New episodes of the app are launched regularly.

Collaborative partnerships
Strong partnerships with FBLA (Future Business Leaders of America), FCCLA (Family, Career, and Community Leaders of America), and 4-H 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 in the roles of state coordinators, competition officials, expert content editors or writers, and advisory board members at both the National Championship and throughout the year.

Community Service Opportunities
Exciting partnerships with sponsors have enabled LifeSmarts to create programming to enlist students in community service. LifeSmarts participants have become Safety Smart Ambassadors, OTC Medicine Safety Mentors, and Fraud Ambassadors. We welcome meaningful connections for our students.

“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**

<table>
<thead>
<tr>
<th>SPONSORSHIP BENEFITS</th>
<th>CHAMPION $100,000</th>
<th>EDUCATOR $75,000</th>
<th>COMMUNITY BUILDER $50,000</th>
<th>SCHOLAR $25,000</th>
<th>COMPETITOR $10,000</th>
<th>ADVOCATE $5,000</th>
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<td>Availability</td>
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2020 National LifeSmarts Championship is April 25 - 28 in Washington, DC

**MARKETING**

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<th>Top logo placement and recognition on all event collateral and marketing</th>
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<td>Exclusive logo on lanyards</td>
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<tr>
<td>Opportunity to supply gift bags</td>
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<tr>
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<td>Press release and media inclusion</td>
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<tr>
<td>Hyperlinked logo in mobile app</td>
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<td>Hyperlinked logo on LifeSmarts homepage</td>
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<td>Social media recognition</td>
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<td>Opportunity to place branded item in gift bags</td>
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**AT NATIONAL LIFESMARTS CHAMPIONSHIP EVENT**

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<th>Employee volunteer spots</th>
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<td>Awards lunch naming rights</td>
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<td>Streaming sponsor - logo during live stream, announced in press release</td>
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<td>Mobile app sponsor</td>
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<td>Speaking opportunity</td>
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<td>Logo placement on stage (banner/video)</td>
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<td>Logo placement on signage at venue</td>
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<td>Enhanced branding opportunities available</td>
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**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                                        |                   |                   |                           | ✓              |                   |                 |
For more information

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