

# Get involved in LifeSmarts

Learn it. Live it.

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 today!

## Year-round programmatic support

### Volunteer!

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

### Funding opportunities

#### Scholarships

LifeSmarts honors our highest achieving students, for individual excellence and team performance.

*\$30,000 provides scholarships for a complete program year for all teams.*

*\$15,000 provides scholarships for 1<sup>st</sup> and 2<sup>nd</sup> place teams;*

*\$10,000 provides scholarships for 3<sup>rd</sup> and 4<sup>th</sup> place teams;*

*\$5,000 provides scholarships for individual winners and prizes for top individuals and teams.*

#### LifeSmarts content and curriculum

Contributions support the development of new curriculum on issues of interest to partners. LifeSmarts takes great pride in its up-to-date content, which requires frequent assessment and revisions. *A \$25,000+ gift helps keep LifeSmarts challenging, relevant, and appealing to educators and students.*

#### Website

Students compete online and educators access resources throughout the year at LifeSmarts.org. *A gift of \$25,000 underwrites the costs of the Website for an entire program year.*

#### Printed materials

National program staff, state coordinators, and coaches rely on printed materials to market the program and share curriculum. *A gift of \$25,000 supports printed editions of the "Coach's Guide," LifeSmarts incentives, and marketing collateral.*



### National-level sponsorship

All sponsorships at the \$25,000 level and above are specially recognized throughout the program year, at LifeSmarts.org, in press outreach, and in all print materials. We thank our 2020 banner sponsors: Johnson & Johnson, Underwriters Laboratories, AARP, American Express, and Intuit.

For a full list of all LifeSmarts sponsors, please visit: [lifesmarts.org/about-us/sponsors/](https://lifesmarts.org/about-us/sponsors/)



## Sustained involvement with National Partners

Strong partnerships with FBLA (Future Business Leaders of America), FCCLA (Family, Career, and Community Leaders of America), and 4-H make LifeSmarts available to more than 500,000 members of these student leadership organizations. *A gift of \$30,000 supports these partnerships for a program year.*

## 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. *A \$25,000 gift funds a Training Camp in a new location.*

## National LifeSmarts Championship sponsorship opportunities

### Sponsor the 2021 National LifeSmarts Championship

*A financial contribution of \$100,000 will make your organization a presenting sponsor for the National LifeSmarts Championship. You will be advertised as the sponsor for:*

- The official Championship event smartphone app
- Live streaming of the final competitions online
- The Awards Luncheon
- Speaking opportunities for a representative of your organization
- All collateral, including scoreboards and event signage
- Other co-branding opportunities available

### Sponsor a meal or general session

We rely on financial contributions to keep costs down for students and educators, so there is no registration fee to compete in the National LifeSmarts Championship. *\$25,000 funds any of the following: kickoff ceremony, formal meals with a speaker, or the exciting Awards Ceremony.*

**Items for Goody Bags:** LifeSmarts seeks items in quantities of 350 for the goody bags that are distributed to all participants. (Sunglasses, pens, food items, etc.)

**For more information about sponsorship opportunities, contact Elena Robertson, [elenar@nclnet.org](mailto:elenar@nclnet.org), (703) 400-9407.**

### 2021 National event

The 2021 National LifeSmarts Championship will be held in Cincinnati, OH, April 17-20, 2021. Our highest profile event brings together the best students from across the country to compete for scholarships and prizes and offers many opportunities to contribute. And this year we will celebrate teams from both 2020 and 2021! It will truly be our biggest and best event yet.

