LifeSmarts National Championship

Sponsor Engagement Opportunities 2020-2021

April 17-20, 2021
Cincinnati, Ohio

LifeSmarts

Learn it. Love it.

LifeSmarts is a rigorous academic competition and scholarship program that develops the consumer and marketplace skills of teens in a meaningful, yet fun way. Our goal is to help shape a new generation of savvy consumers.

The program is now **active in 50 states and the District of Columbia** and boasts more than 3,000 teams. This free program is open to all 6th-12th grade students in the United States.

LifeSmarts supports teens who are beginning to make "adult" choices, such as making plans for post-secondary education and careers. Students learn critical life skills such as family budgeting, reducing food waste, maintaining online security, being an engaged citizen, and avoiding scams.

NCL NATIONAL CONSUMERS LEAGUE

LifeSmarts is a program of the National Consumers League

Well-Rounded Curriculum

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

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

Consumers 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)

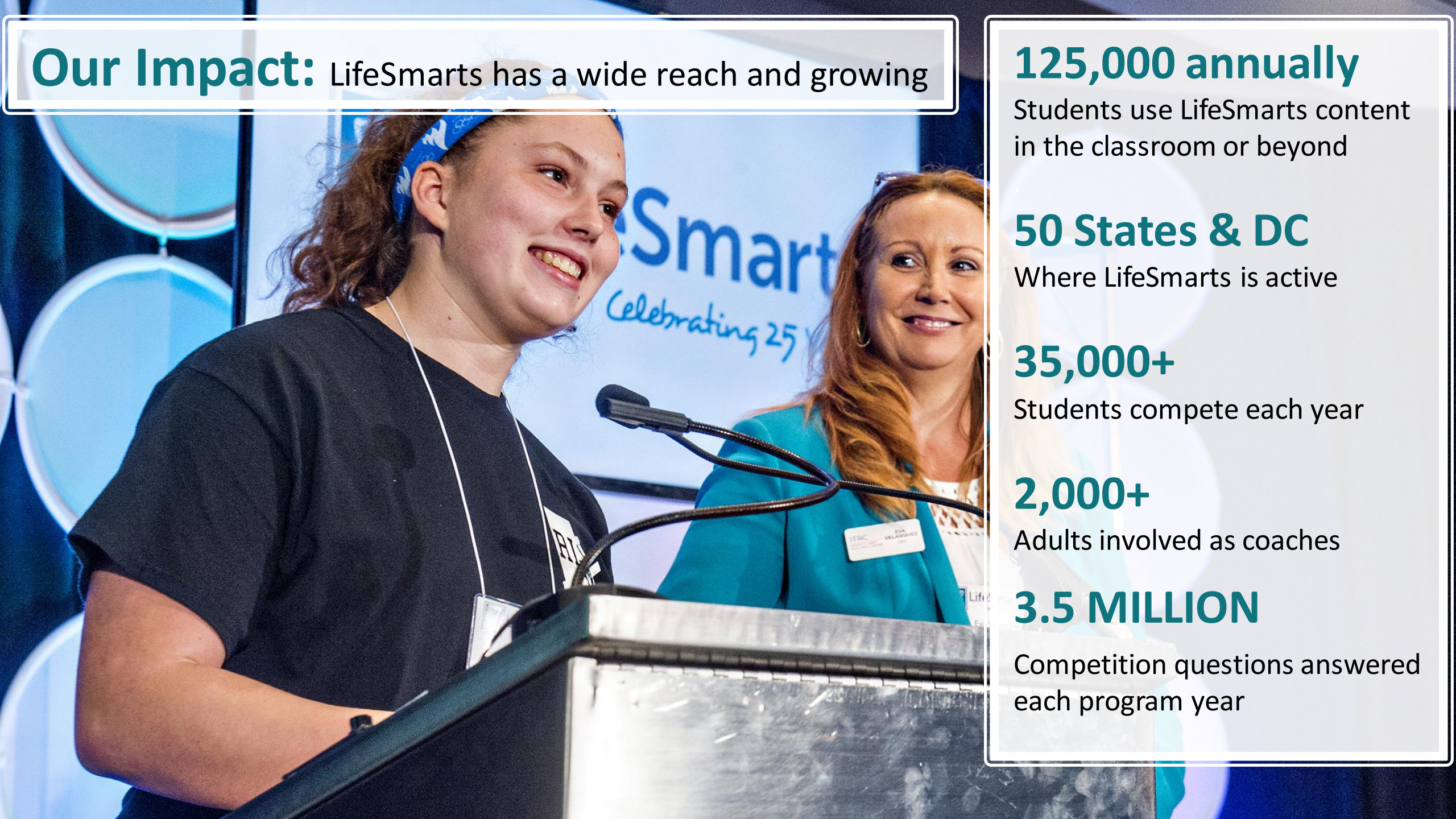
The environment
(atmosphere, water & land, energy, sustainability, and waste management)

New for 2020-2021

Due to Covid-19, the 2020 Championship has been added to our 2021 programming. **The 2021 National LifeSmarts Championship will be our largest competition yet!**

Help us ensure that the 2020-2021 double competition is our best ever!

Our Impact: LifeSmarts has a wide reach and growing



125,000 annually

Students use LifeSmarts content in the classroom or beyond

50 States & DC

Where LifeSmarts is active

35,000+

Students compete each year

2,000+

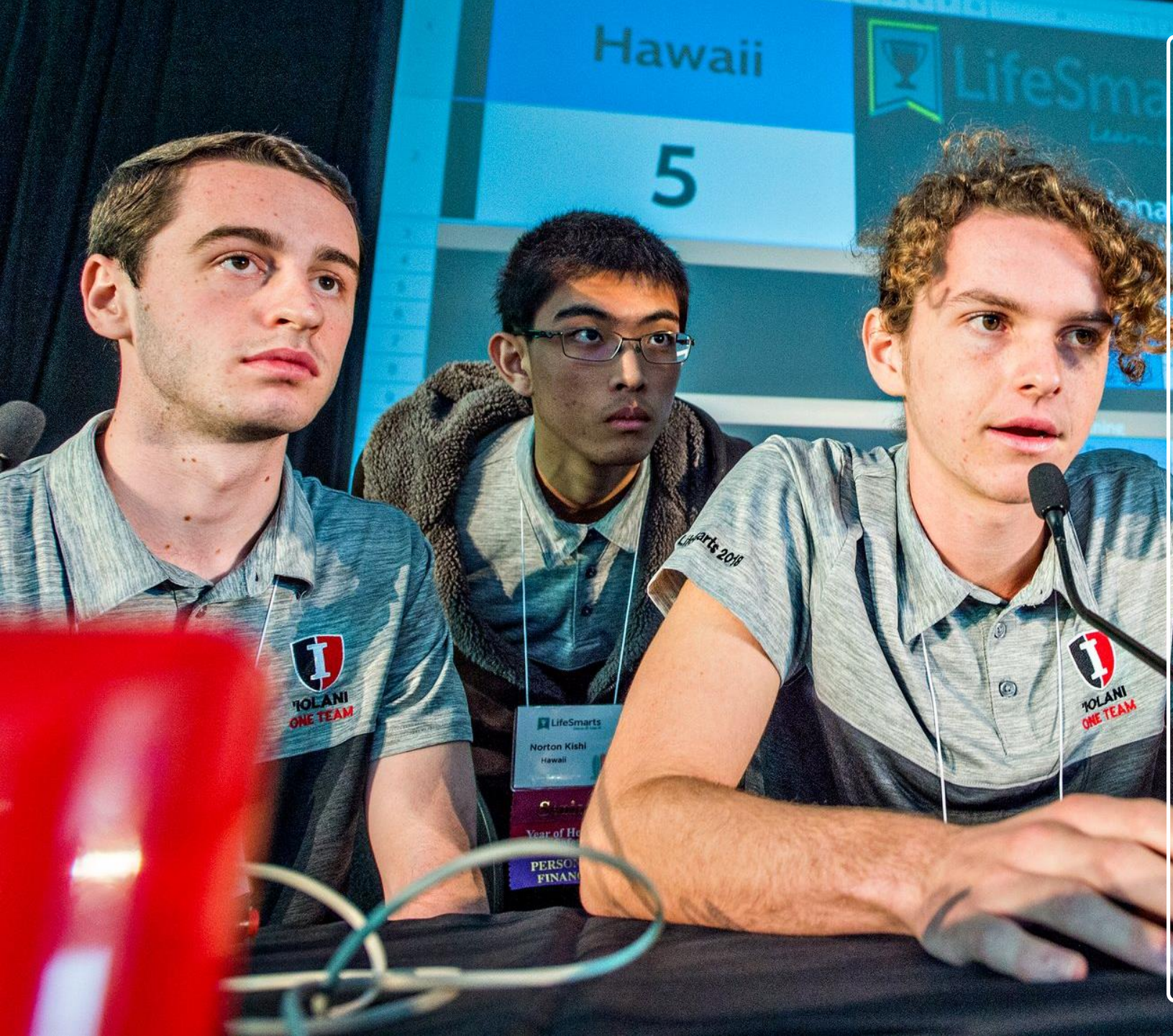
Adults involved as coaches

3.5 MILLION

Competition questions answered each program year

*"In my 16 years as an educator, **nothing has had as much impact on my students** and their success as their involvement in LifeSmarts. I have seen many students' lives change because of it."*

Kevin West, Coach from Pennsylvania



The highlight of the year: Nationals

The National LifeSmarts Championship is the highlight of the student experience. Students travel across the country to meet fellow competitors, experience a new city, and compete against the best and brightest!

The 2021 event will take place in Cincinnati, Ohio, from April 17-20.

National Championship sponsors directly support and engage with students, showcase their companies' involvement, and volunteer at the competition.

Competing at the National LifeSmarts Championship is free to students and educators, so we rely on financial contributions to keep costs down.

"My favorite memory was meeting all the different teams from around the country; I had a blast with the late-night study sessions until the wee hours, and somehow still stumbling downstairs in time to compete."

Brad Anderson, LifeSmarts Alumni and Volunteer

Sponsorship leve
and benefits

All Sponsors will receive:

- Acknowledgement at LifeSmarts.org
- Verbal recognition at the event.
- Inclusion on signage and in all print
  digital media.

Volunteers are a crucial part of the Nat
LifeSmarts Championship, and we invit
join us to share your expertise.

If you and your staff would like to volun
a group, please reach out to
Elena Robertson at elenar@nclnet.org.

Sponsorship Levels & Benefits

$100,000 Champion Sponsor

All benefits listed below, as well as:

- Top logo placement and recognition on all event collateral and marketing
- Awards lunch naming rights

$75,000 Educator Level Sponsor

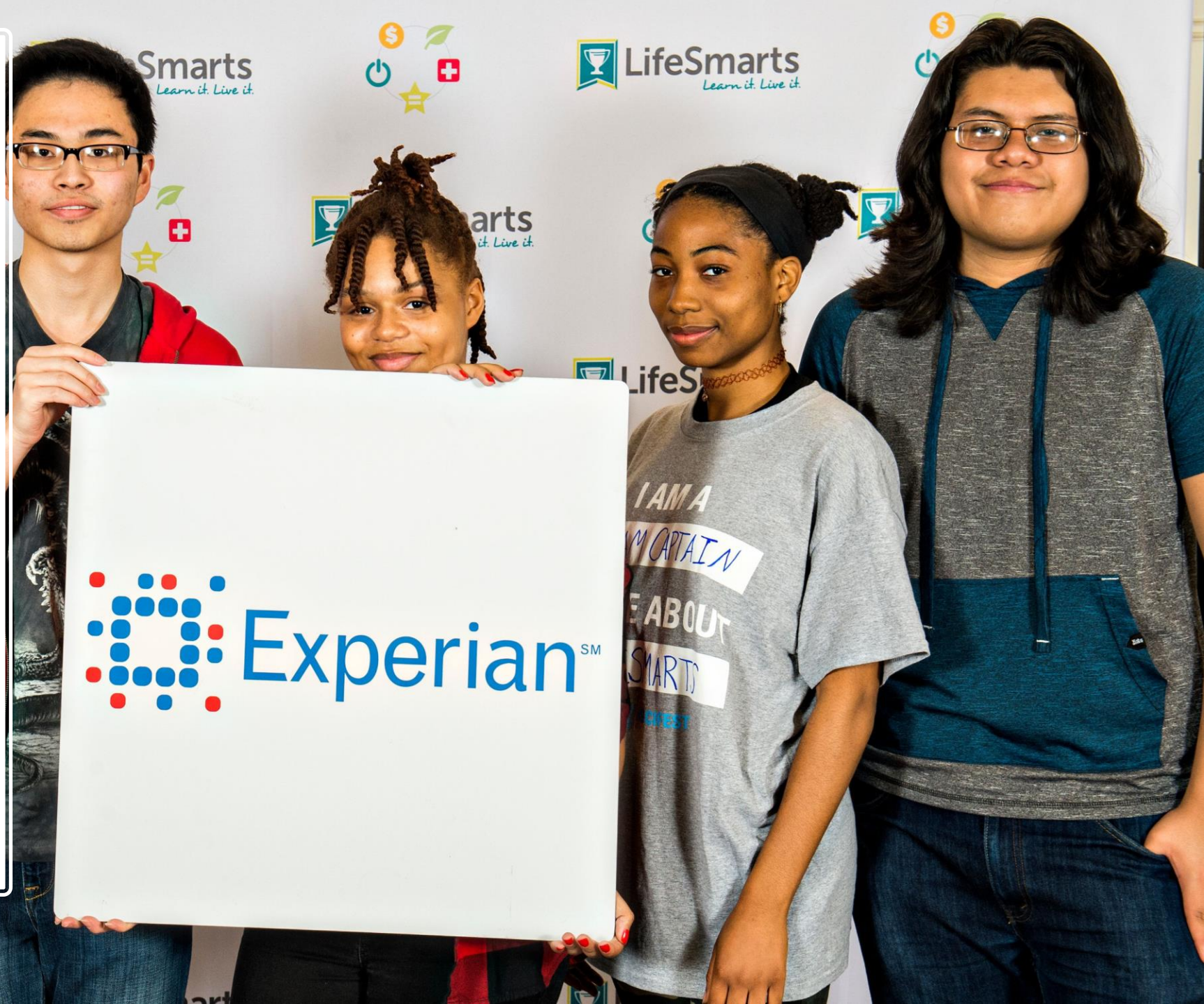
All benefits listed below, as well as:

- Streaming sponsor: logo during live stream, announced in press release

$50,000 Sponsor

In addition to all benefits listed previously:

- Speaking opportunity
- Logo placement on stage (banner/video)
- Named scholarship



Sponsorship Levels & Benefits (Cont.)

$25,000 Scholar Sponsor

All Benefits listed above, and:

- Enhanced branding opportunities available
- Feature in weekly TeachSmarts email (to 3,500 coaches)
- Logo placards for step and repeat

$10,000 Competitor Sponsor

All Benefits listed above, and:

- Hyperlinked logo on LifeSmarts homepage

$5,000 Advocate Sponsor

- Verbal recognition at event
- Listed on LifeSmarts.org homepage
- Social media recognition
- Opportunity to place branded item in gift bags
- Recognition in NCL Annual Report

"LifeSmarts makes a huge difference in these kids' lives, and that's kind of the holy grail of financial education programs – do you change people's behavior? They make better, more sound financial and consumer decisions than their peers."

Rod Griffin, Experian sponsor and volunteer official

The 2021 National LifeSmarts Competition

Please join us for the National LifeSmarts Championship April 17-20, 2021, in Cincinatti, Ohio. Partner with us to create a memorable competition for these deserving high school students. Sponsors are our go-to volunteers, have opportunities to be included on event signage and in digital media, and receive other exclusive engagement opportunities.

For more information, contact Elena Robertson at elenar@nclnet.org