



**2023 National
LifeSmarts
Championship**

Cincinnati, OH | April 27-30, 2023
Partnership Opportunities



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 decision. Teens play a significant role in the marketplace. They spend billions of their own dollars and also influence their families' purchasing decisions.

For 28 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!

"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

Well-rounded curriculum

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



Personal finance

(credit & debt management, financial planning, taxes, and post-secondary education)



Consumer rights & responsibilities

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



Health & safety

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



Technology & Workforce Prep

(social networks, privacy, and career planning)



The environment

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

LifeSmarts: Annual impact



125,000

Students use LifeSmarts content in the classroom or beyond



50 states & DC

Where LifeSmarts participants are active, plus the District of Columbia



35,000+
Students compete

3,500+
Adults coach teams

3.5 million
Competition questions answered



2,500+
Teams compete

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 the level that is right for you, your company, or your organization, and join us to support today's youth as they prepare for a great tomorrow.

Annual Highlight: 2023 National LifeSmarts Championship

The National LifeSmarts Championship in Cincinnati, OH, April 27-30, 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.

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

Fund 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 1st and 2nd place teams.
- **\$10,000** provides scholarships for 3rd place teams and top individuals.
- **\$5,000** provides scholarships for individual winners of topic assessments.

Sponsor a meal or general session

LifeSmarts relies on financial contributions to keep costs down for students and educators, so there is no registration fee to compete at the National LifeSmarts Championship.

- **\$25,000** funds any of the following: the kickoff ceremony, formal meals with a speaker, or the exciting Awards Ceremony.

Items for Goody Bags

LifeSmarts seeks items in quantities of 300 for the goody bags that are distributed to all participants. (Sunglasses, pens, USB ports, food items, etc.)

"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.

Sponsorship Levels and Benefits

\$100,000+ CHAMPION

- Verbal recognition at event
- Social media recognition
- Hyperlinked Logo on the LifeSmarts homepage
- Opportunity to place branded item in gift bags
- Recognition in NCL Annual Report
- Enhanced branding opportunities available
- Featured in weekly TeachSmarts email (to 3,500 coaches)
- Logo placards for step and repeat and on stage
- Speaking opportunity
- Named scholarship
- Streaming sponsor - logo during live stream, announced in press release
- Top logo placement and recognition on all event collateral and marketing

\$50,000 COMMUNITY BUILDER

- Verbal recognition at event
- Social media recognition
- Hyperlinked logo on the LifeSmarts homepage
- Opportunity to place branded item in gift bags
- Recognition in NCL Annual Report
- Enhanced branding opportunities available
- Feature in weekly TeachSmarts email (to 3,500 coaches)
- Logo placards for step and repeat
- Speaking opportunity
- Logo placement on stage (banner/video)
- Named scholarship

\$10,000 COMPETITOR

- Verbal recognition at event
- Social media recognition
- Hyperlinked logo on the LifeSmarts homepage
- Opportunity to place branded item in gift bags
- Recognition in NCL Annual Report

Partner with us to create a memorable event for these deserving high school students. Sponsors are our go-to volunteers, have opportunities to interact with students and educators, are included on the event platform and in digital media, and receive other exclusive engagement opportunities. Make plans to join!

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

\$75,000 EDUCATOR

- Verbal recognition at event
- Social media recognition
- Hyperlinked logo on the LifeSmarts homepage
- Opportunity to place branded item in gift bags
- Recognition in NCL Annual Report
- Enhanced branding opportunities available
- Feature in weekly TeachSmarts email (to 3,500 coaches)
- Logo placards for step and repeat
- Speaking opportunity
- Logo placement on stage (banner/video)
- Named scholarship
- Streaming sponsor - logo during live stream, announced in press release

\$25,000 SCHOLAR

- Verbal recognition at event
- Social media recognition
- Hyperlinked logo on the LifeSmarts homepage
- Opportunity to place branded item in gift bags
- Recognition in NCL Annual Report
- Enhanced branding opportunities available
- Feature in weekly TeachSmarts email (to 3,500 coaches)
- Logo placards for step and repeat

\$5,000 ADVOCATE

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





For more information

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