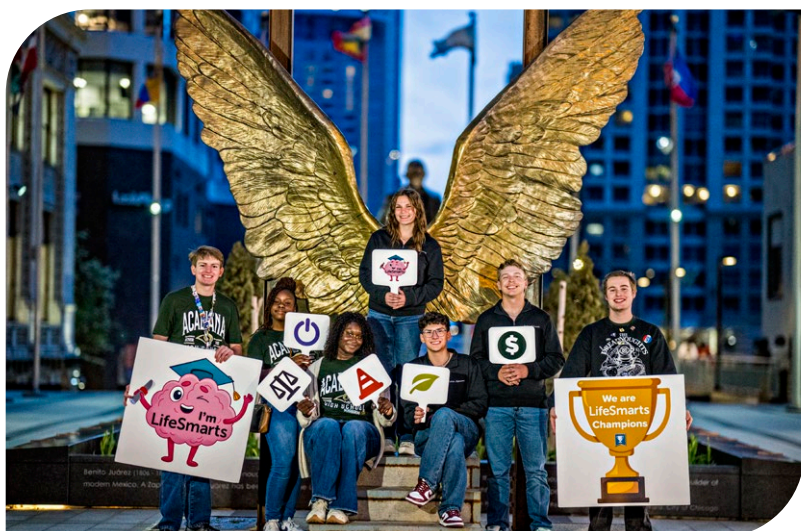


# 2026

## National LifeSmarts Championship

Partnership Opportunities

Orlando, FL | April 15-18, 2026



**LifeSmarts**  
*Learn it. Live it.*

A program of the National Consumers League



## About LifeSmarts

Please join us for the 2026 National LifeSmarts Championship in Orlando, FL, April 15-18, 2026. For over 30 years, LifeSmarts has had a life-long impact on participants and a positive impact on their families and communities. Partner with us to create a memorable competition for these hard-working high school students

LifeSmarts is the National Consumers League's free, national consumer education program that has been empowering young people by building real-world consumer skills and knowledge 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.

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.

*"This program is such a benefit to students. It teaches them a wide variety of knowledge, builds confidence, improves teamwork and communications skills, and offers them so many opportunities to travel and earn 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 paying for college)



### **Consumer Rights & Responsibilities**

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



### **Health & Safety**

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



### **Technology & Workforce Preparation**

(social networks, computing, privacy, resume writing, and choosing a college major)



### **The Environment**

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





Students using LifeSmarts content  
in the classroom or beyond annually



Where LifeSmarts participants are active, plus the District of Columbia



## Students competing each year



## Adults coach teams annually



Teams compete annually



Competition questions  
answered each year

*"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. I've gained confidence in myself while 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!**

### 2026 National LifeSmarts Championship

The National LifeSmarts Championship in Orlando, FL, April 15-18, 2026, is our highlight of the year, bringing together top-performing students 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 students' achievement, both for individual excellence and team performance.

**\$35,000** 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 350 for the goody bags that are distributed to all participants. Items can include sunglasses, pens, USB ports, food items, etc.

## Partners are vital to the LifeSmarts Program

*"Johnson & Johnson Consumer Inc. is proud to be a long-standing supporter of the LifeSmarts program and is 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 curriculum 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, MD, Chief Medical Officer, Johnson & Johnson Consumer Inc.



## Sponsorship Levels and Benefits

### \$100,000 CHAMPION

- All benefits included below plus
- Featured in alumni newsletters and alumni online groups
- Exclusive branding opportunities for swag and National Championship collateral
- Top logo placement and recognition on all event media and marketing

### \$75,000 EDUCATOR

- All benefits included at the Question Master Sponsor Level plus
- Featured monthly in the *TeachSmarts* weekly emails to 3,500 educators
- Logo placement in the livestream of the 2026 National LifeSmarts Championship semifinal and final competitions
- Featured in the final press release about the 2026 National LifeSmarts Championship

### \$50,000 QUESTION MASTER

- All benefits included at the Team Captain Sponsor Level plus
- Speaking opportunity at the National LifeSmarts Championship
- Logo placement on stage
- Named scholarship opportunities



### \$25,000 TEAM CAPTAIN

- All benefits included at the Competitor Sponsor Level plus
- Recognition in the NCL Annual Report
- Enhanced branding opportunities
- Opportunities to be featured in a *TeachSmarts* email to 3,500 educators
- Logo placard featured in team photos

### \$10,000 COMPETITOR

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

### \$5,000 ADVOCATE

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

Sponsors are our go-to volunteers, have opportunities to be included on the event platform and in digital media, and receive other exclusive engagement opportunities. For more information, contact Elena Robertson at [elenar@nclnet.org](mailto:elenar@nclnet.org).



For more information,  
please contact:  
**Elena Robertson**  
Associate Director,  
LifeSmarts  
National Consumers League  
[elenar@nclnet.org](mailto:elenar@nclnet.org)  
703-400-9407

