



# PROGRAM PARTNERS

## BADEN-POWELL COUNCIL

Create Community Awareness for Your Organization While Supporting Scouting in Broome, Chenango, Cortland, Tioga, Tompkins, and Susquehanna Counties.



### *Partner with Scouting to Reach Thirty Five Hundred Families*

Every person in Scouting learns the motto “Be Prepared” and while that can mean a lot of things to a lot of people, ultimately the Boy Scouts of America prepares young people for life. We prepare them for life by creating opportunities for learning and growth that foster and strengthen self-confidence, ethics, respect for others, academic skills, and leadership abilities that stay with them their entire lives.

*Parents appreciate this. Kids Love it.  
And brands have an opportunity to be a part of it.*

Our brand and our programs are built on four pillars:

**Service:** Scouting prepares youth for a life of service by teaching them to improve their communities and the lives of others.

**Adventures:** Scouting prepares youth for a life of adventure by encouraging them to abandon sedentary lifestyle, live healthier, and enjoy the great outdoors.

**Learning:** Scouting prepares youth for a life of learning by mentoring them to set goals and work to reach them one step at a time.

**Leadership:** Scouting prepares youth for a life of leadership, by giving young people the skills to take responsibility and teach by example.

**About the Baden-Powell Council:** As the local chapter of the Boy Scouts of America, the Baden-Powell Council serves more than 3,700 youth from ages 6 through 20 and their families in Broome, Chenango, Cortland, Tioga, Thompkins, and Susquehanna Counties. The program is administered and delivered at the local level by more than 1,500 volunteers.

Communication from the council to the 150+ local groups is primarily focused on upcoming events and opportunities in which Scouts and their families can participate.

**Share Your Brand with Scouting Families:** Your generous support as a Program Partner provides your organization exposure to a targeted audience while helping the Baden-Powell Council deliver the promise of a fun, quality and well-balanced Scouting program. Partnership opportunities to share your message with our 3,700 families including:

- Advertisement in our annual printed program calendar.
- Features in the council’s electronic newsletter.
- Flyer distributions in resource center and through monthly leader meetings.
- Company logo, link and information on the council website ([bpcouncil.org/programpartners](http://bpcouncil.org/programpartners)).
- Invitation to set-up a display at major council events.



For questions for contact: Frankie Sears  
607-648-7888 or [franklin.sears@scouting.org](mailto:franklin.sears@scouting.org)





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<p><b>Eagle Level Sponsor</b> <span style="float: right;"><b>\$1,500</b></span></p> <ul style="list-style-type: none"> <li>• 3 Direct Emails to Members</li> <li>• 6 Flyer Distributions</li> <li>• 24 Issues in Online Newsletter (1 Year)</li> <li>• 8 Social Media Blasts</li> <li>• Full Page Calendar Ad</li> <li>• Direct Exposure to Members</li> <li>• Logo &amp; Link on Website</li> </ul>	<p><b>Wolf Level Sponsor</b> <span style="float: right;"><b>\$500</b></span></p> <ul style="list-style-type: none"> <li>• 2 Flyer Distributions</li> <li>• 4 Issues in Online Newsletter (2 Months)</li> <li>• 1 Social Media Blast</li> <li>• 1/4 Page Calendar Ad</li> <li>• Direct Exposure to Members</li> <li>• Logo &amp; Link on Website</li> </ul>
<p><b>Scout Level Sponsor</b> <span style="float: right;"><b>\$1,000</b></span></p> <ul style="list-style-type: none"> <li>• 2 Direct Emails to Members</li> <li>• 4 Flyer Distributions</li> <li>• 12 Issues in Online Newsletter (6 Months)</li> <li>• 4 Social Media Blasts</li> <li>• Full Page Calendar Ad</li> <li>• Direct Exposure to Members</li> <li>• Logo &amp; Link on Website</li> </ul>	<p><b>Tiger Level Sponsor</b> <span style="float: right;"><b>\$250</b></span></p> <ul style="list-style-type: none"> <li>• 1 Flyer Distribution</li> <li>• 2 Issues in Online Newsletter (1 Month)</li> <li>• Business Card Calendar Ad</li> <li>• Direct Exposure to Members</li> <li>• Logo &amp; Link on Website</li> </ul>
<p><b>Bear Level Sponsor</b> <span style="float: right;"><b>\$750</b></span></p> <ul style="list-style-type: none"> <li>• 1 Direct Email to Members</li> <li>• 3 Flyer Distributions</li> <li>• 6 Issues in Online Newsletter (3 Months)</li> <li>• 2 Social Media Blasts</li> <li>• Half Page Calendar Ad</li> <li>• Direct Exposure to Members</li> <li>• Logo &amp; Link on Website</li> </ul>	<p><b>Your Part</b></p> <ul style="list-style-type: none"> <li>• Your Organization will be invited to participate at a variety of events hosted by the Baden-Powell Council.</li> <li>• Your Organization will from time to time provide tickets (complimentary or discounted) and/or prize giveaways in conjunction with or for promotion of your organizations activities.</li> <li>• We ask that your organization make an annual contribution to the Baden-Powell Council in exchange for access, direct and information to over 3,700 Scouting families.</li> </ul>

### Program Partner Commitment Form

Eagle Level Sponsor                       Wolf Level Sponsor  
 Scout Level Sponsor                          Tiger Level Sponsor  
 Bear Level Sponsor                             Other \$ \_\_\_\_\_

Make Payments Payable to:  
 Baden-Powell Council, BSA  
 2150 NYS Route 12  
 Binghamton, NY 13901  
 607-648-7888 or Fax 607-648-7896

Name: \_\_\_\_\_ Title: \_\_\_\_\_  
 Company: \_\_\_\_\_  
 Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_@\_\_\_\_\_  
 Check Enclosed     Bill Me     Credit Card | Card #: \_\_\_\_\_ Exp. Date \_\_\_\_\_