



## Advertising Opportunities and Rates

Opportunities to advertise to 16,000 Scouts and 5,000 adult volunteers and support Scouting

### E-Newsletter

- Electronic bi-weekly newsletter
- Over 10,000 subscribers
- Read by thousands of leaders and parents who are planning trips, outings and programs for their Scouts and families
- **Submission Deadline:** Organization website/event link must be received at least two weeks prior to date of distribution
- **RATES:** \$50 per month.

\_\_\_\_\_ \$50 per month for \_\_\_\_\_ months. Total \$ \_\_\_\_\_

### Unit Mailboxes

- Over 400 Scouting units have a physical mailbox
- Checked regularly by Scout leaders
- Located at our council service center and can be accessed at any time by members
- Brought to Scout leaders monthly
- **Submission Deadline:** Ship or drop off 500 copies of each item by the 15th of the month prior to desired month of distribution
- **RATES:** Placement of your promotional flyers or brochures \$50 per item

1. \_\_\_\_\_ 2. \_\_\_\_\_

3. \_\_\_\_\_ 4. \_\_\_\_\_ Total \$ \_\_\_\_\_

### Opportunities For Scouts Website

- Provides up-to-date events and activities for Scouts and their units and families
- Visited by over 5,000—Scouting leaders and parents who are planning trips, outings and programs for their Scouts
- **Ongoing Submission:** Link will be posted within 2 weeks of being received and will remain on site for 3 months depending on link content



#### RATES:

\_\_\_\_\_ \$50 per link. Total \$ \_\_\_\_\_

\_\_\_\_\_ \$100 per link with logo. Total \$ \_\_\_\_\_

\_\_\_\_\_ \$200 per link with logo/pictures. Total \$ \_\_\_\_\_

### Council Facebook Page

- 2,000 adult leaders, parents, and Scouts follow
- Submission Deadline: Organization website/event link must be received at least one week prior to date of desired post.
- **RATES:** \$50 per post.  
\_\_\_\_\_ \$50 per post Total \$ \_\_\_\_\_



### Pathfinder-Quarterly Newsletter

- Hard-copy newsletter
- 3,000+ Scout leaders and parents subscribe
- Eight-pages of up-to-date information on recent events, upcoming events, and advertisements.
- **Submission Deadline:** First of the month prior to publication date (e.g. for March Issue, due February 1)

#### RATES:

**Full Page (7 1/2 w X 10 h)** \_\_\_\_\_ once: \$100  
\_\_\_\_\_ twice: \$200 \_\_\_\_\_ three times: \$300 \_\_\_\_\_ all year: \$350

**Half Page (7 1/2 w X 4 1/2 h)** \_\_\_\_\_ once: \$50  
\_\_\_\_\_ twice: \$100 \_\_\_\_\_ three times: \$150 \_\_\_\_\_ all year: \$175

**Quarter Page (3 1/2 w X 4 1/2 h)** \_\_\_\_\_ once: \$25  
\_\_\_\_\_ twice: \$50 \_\_\_\_\_ three times: \$75 \_\_\_\_\_ all year: \$80

Total \$ \_\_\_\_\_

### Resource Area

- At council service center- in high traffic area
- For leaders and parents that contains
- Brochures, flyers and other informational material
- **Submission Deadline:** January 1, April 1, July 1, and October 1. Please ship a minimum of 200 copies of each item by the submission deadline for the quarter in which you would like your materials placed
- **RATES:** \$25 per quarter for each item

\_\_\_\_\_ number of items for \_\_\_\_\_ number of quarters (\$25 per quarter for each item) Total \$ \_\_\_\_\_



Tradeshow of Scouting-June 3, 2019, 5-45-9pm

- Annual event for parents, leaders and sponsoring institutions
Latest information on the hottest programs, events, activities and supplies
Exhibitors given many options for promotion:
Sponsorships
Table(s) to present your product(s) and/or program(s).
Display literature you provide on a special table in the exhibitor area if you cannot attend in person.
Ads in booklet given to each attendee with information for the upcoming year. Available as a download on our webpage.
Door prize donation brings more attendees to your table. At the Tradeshow, attendees will come to your table to deposit the door prize tickets for your door prize.

REGISTRATION DEADLINES:

- May 1, 2019 - Last date to register. Name listed as a vendor at the Tradeshow in our last monthly Tradeshow promotional piece and on our Tradeshow webpage with link to company URL within two weeks after receiving registration and payment.
April 15, 2019 - Early bird registration deadline. Includes 2 meal-tickets. Within two weeks after receiving registration and payment, name listed as a vendor at the Tradeshow in all subsequent monthly Tradeshow promotional pieces, name listed as a vendor on Tradeshow webpage with link to company URL.

EVENT SPONSOR RATES:

- Event Sponsor: \$5,000 (includes 14ft exhibitor table, logo on cover and full-page ad on back cover of year-long Program Guide, logo on all event signage and marketing material, 4 meal tickets, and listing on website for a full year)
Food Court Sponsor: \$1,500 (includes 14ft exhibitor table, full page ad in the year-long Program Guide, logo on Food Court room signage, 2 meal tickets, and listing on website for 6 months)
Ballroom Sponsor: \$1,000 (includes 7ft exhibitor table, full page ad in the year-long Program Guide, logo on Ballroom signage, 2 meal tickets, and listing on website for 6 months)
Seminar/Training Room Sponsor: \$500 (includes 7ft exhibitor table, half page ad in the year-long Program Guide logo on Seminar/Training room signage)
Exhibitor Table-16ft Frontage: \$300/\$150 (NPO)
Exhibitor Booth 8ft Frontage: \$200/\$75 (NPO)
Program Guide Full Page Ad (9.9"h x 7.45" w): \$150
Program Guide Half Page Ad (4.7"h x 7.4" w): \$100
Program Guide Quarter Page Ad (4.6"h x 3.35" w):\$50
Flyers on Information Table: \$25
Meal tickets for the Tradeshow. (Include sandwich/hot dog, snack and drink). Meal tickets \$10 each
Need electricity for display (yes/no)
Donate a door prize: Description of door prize(s) for booklet / website

You will receive more details, including set up information, after your registration is received.

Visit our website at ppcbsa.org/tradeshow

We offer online entry of the above advertising opportunities at: http://ppbsa.doubleknot.com/event/2441027

If you prefer, please send completed pages with your payment method to our council service center at:

Patriots' Path Council, Attn: Art Lobdell, 1 Saddle Road, Cedar Knolls, NJ 07927

For other sponsorship opportunities and rates contact Art Lobdell at 973-765-9322 x228 or Art.Lobdell@Scouting.org

Company Name: Contact Name: Tel:

Address: City Zip Email:

Your URL

I hereby assign and grant to the Boy Scouts of America the right and permission to use and publish the photographs/film/videotapes/electronic representations and/or sound recordings made of me this date by the Boy Scouts of America, and I hereby release the Boy Scouts of America from any and all liability from such use and publication. I hereby authorize the reproduction, sale, copyright, exhibit, broadcast, electronic storage and/or distribution of said photographs/film/videotapes/electronic representations and/or sound recordings without limitation at the discretion of the Boy Scouts of America and I specifically waive any right to any compensation I may have for any of the foregoing.

Signature

PAYMENT METHOD

Enclosed is my check (payable to Patriots' Path Council, BSA) for the full amount of the above selected items \$

Please charge the following credit card for the full amount of the above selected items: Visa Mastercard Discover \$

Card Number: Exp. Date: CVC#

Name on Card: Signature

Billing Address on Card: City Zip

Thank you for supporting Scouting!