



2020 Advertising Opportunities and Rates

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

Tradeshow of Scouting-June 1, 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:
 - o Sponsorships
 - o Table(s) to present your product(s) / program(s).
 - o Display literature you provide on a special table in the exhibitor area if you cannot attend.
 - o Ads in Program Guide given attendees with information for the upcoming year. Available as a download on our website.
- + 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, 2020 – Early bird registration deadline. Same as below plus 2 free meal tickets.

May 15, 2020 - Last date to register. Name listed as a vendor at the Tradeshow in our remaining monthly Tradeshow promotional pieces and on our Tradeshow webpage with link to company URL within two weeks after receiving registration and payment.

___ **Exhibitor Table**-12ft Frontage: \$300/\$150 (NPO)

___ **Exhibitor Booth** 6ft 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

Visit ppcbbsa.org/tradeshow for more information. After registering, set up information will be emailed to you.

SPONSOR OPPORTUNITIES & RATES:

___ **Event Sponsor:** \$5,000 (includes 12ft exhibitor table, logo on cover and full-page ad on back cover of year-long Patriots’ Path Program Guide, logo on all Tradeshow event signage and Tradeshow marketing material, 4 meal tickets at Tradeshow, and listing on Tradeshow website through February 1, 2021). **NEW in 2020** includes Platinum Sponsor level at Patriots’ Path 5K FOS Fun Run (value \$750) and logo on Partner section of PPCBSA.org homepage (\$400)

___ **Food Court Sponsor:** \$1,500 (includes 12ft 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 6ft 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 6ft exhibitor table, half page ad in the year-long Program Guide logo on Seminar/Training room signage)

___ **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.** A bucket will be placed on your table for your door prize. There are two drawings. Attendees will come by your table to put their tickets in the bucket. Effective way to draw attendees to your table. There are two drawings. Consider placing a door prize in each drawing. Please let us know a description of your door prize(s) if you are donating one so we can advertise it. Description of door prize(s) for booklet / website

Tradeshow Total \$ _____

Partners Corner on PPCBSA.org Homepage

- + Over 7.000 unique impressions
- + Quarterly – logo with supplied link – no link changes
- + Annually – logo with supplied link. Link changes permitted once per month.

RATES: \$200 per quarter for ___ quarters. **Total \$** _____
\$400 per year **Total \$** _____

Council Calendar

Accessible from the Patriots’ Path Council website home page, contains activities, events & meetings in PPC. List your Scout event. (must meet our criteria for Scout event)

RATES: \$200 per item/date **Total \$** _____

___ Jan ___ Feb ___ Mar ___ Apr ___ May ___ June

___ Jul ___ Aug ___ Sep ___ Oct ___ Nov ___ Dec

“Signs-Up” E-Newsletter

- + Electronic every other week 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 for ___ months. **Total \$** _____

Council Facebook Page

- + 2600 adult leaders, parents and Scouts are followers
- + **Deadline:** Organization website/event link must be received at least one week prior to date of desired post.

RATES: \$50 per post. for ___ month = **Total \$** _____

Months to post: ___ Jan ___ Feb ___ Mar ___ Apr ___ May ___ June

___ Jul ___ Aug ___ Sep ___ Oct ___ Nov ___ Dec



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Unit Mailboxes

- ✦ Over 400 Scouting units have a physical mailbox
- ✦ Checked regularly by Scout leaders
- ✦ 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 promotional flyers/brochures \$50 per item per month for ___ months **Total \$** _____

___ Jan ___ Feb ___ Mar ___ Apr ___ May ___ June

___ Jul ___ Aug ___ Sep ___ Oct ___ Nov ___ Dec

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 **Total \$** _____

___ 1st Quarter ___ 2nd Quarter ___ 3rd Quarter ___ 4th Quarter

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 receipt and posted for 3 months depending on link content

RATES: ___\$200 per link with logo/picture/blurb.
Partner Corner Rate: ___ \$100 per link per link with logo/picture/blurb

Start date for link _____ **Total \$** _____
** Due to COVID-19 in person activities are suspended. A Scouting From Home web page is temporarily active for placement of virtual activities, events etc. While this temporary page is operational, relevant links will be placed on the Scouting From Home and Scout Opportunity pages.

University of Scouting – December 5, 2020, 8:30am-3:20pm

Over 300 adult and youth Scouting leaders attend this annual all-day event. Program: opening ceremony, series of classes, multiple lunch periods and a closing ceremony. Exhibitors given table(s) to present opportunities.

___ Exhibitor Table 6ft: \$200 (or \$75 for NPO) **Total \$** _____

Friends of Scouting 5K Run/Walk – June 13, 2020

Total \$ _____

- 140 attendees
- Sponsor Opportunities: ___ Platinum \$750 ___ Gold \$500 ___ Silver \$250 ___ Supporter \$50
- View ppcbsa.org/give for sponsor benefits

Total amount of the above selected items: \$ _____

Please send completed form with payment to: **Patriots' Path Council, Attn: Mark Spaldo, 1 Saddle Road, Cedar Knolls, NJ 07927**
For other sponsorship opportunities and rates contact Mark.Spaldo@Scouting.org at 973-765-9322 x251

Company Name: _____ Contact Name: _____

Address: _____ City _____ State ___ Zip _____

Your URL _____ Email: _____ Tel: _____

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Signature _____ Date: _____

PAYMENT METHOD

(Internal Number: 1-6818-043-20/900043)

___ 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 _____ ST _____ Zip _____

We appreciate your support of Scouting!

Patriots' Path Council, 1 Saddle Road, Cedar Knolls, NJ 07927 Tel: 973.765.9322 Fax: 973.267.3406