

## SPONSORSHIP BENEFITS

### **\$2,500 Regional Merit Badge Sponsor highlights: (\$5,750.00 value)**

- Company name and logo listed with other regional sponsors on large banners located at all six of our council properties for a year. Valued at \$500.00
- Featured thank you recognition ad in two Council-wide digital publications, valued at \$200.00.
- Featured thank you recognition ad on <https://stlbsa.org/advancement-awards/> webpage for six months, valued at \$600.00.
- Two general “thank you for sponsoring” posts on select (up to 8) district Facebook pages. The post will include a photo, text lines, and an active link. Valued at \$1600.00
- If a regional sponsor should host a merit badge skill center, the event is promoted on the merit badge skill center webpage <https://stlbsa.org/advancement-awards/merit-badges/>, a highly visited webpage valued at \$750.00
  - Skill centers are also promoted on regional district Facebook pages and monthly district roundtable (adult volunteer training) meetings. Valued at \$2,100.00
- As a token of our gratitude, regional sponsors will receive a 25% discount on select Council digital media platforms.

You must submit a Vector, EPS, or an ai file format to produce a quality presentation. In some cases, we may be able to work with high-resolution JPG or PNG files.

### **\$5,000 Council-wide Merit Badge Sponsor highlights: (\$12,675.00 value)**

- More prominently sized and positioned company name and logo are listed on a dedicated banner at all six of our council properties for a year. Valued at \$1600.00

Featured thank you recognition ad in four separate Council-wide digital publications, valued at \$500.00

- Featured thank you recognition ad on <https://stlbsa.org/advancement-awards/> webpage for 12 months, valued at 1200.00.

- There is four general “thank you for sponsoring” posts on all 23 district Facebook pages. The post will include a photo, text line, and active link. Valued at \$4600.00
- If a Council-wide sponsor should host a merit badge skill center, the event is promoted on the merit badge skill center webpage <https://stlbsa.org/advancement-awards/merit-badges/>, a highly visited webpage, valued at \$750.00
- All skill centers will be promoted on 23 district Facebook pages and monthly district roundtable (adult volunteer training) meetings. Valued at \$4025.00
- As a token of our gratitude, Council-wide sponsors will receive a 40% discount on select Council digital media platforms.

To produce a quality presentation, you must submit a Vector, EPS, or an ai file format. In some cases, we may be able to work with high-resolution JPG or PNG files.

We offer complete graphic design services for those unable to submit creative-ready artwork – \$99 per hour. Minimum 1 hour

### **Potential Customer Impressions**

Council Website Impressions 124,000

Council checks a month 500,000

New visitors to council Website weekly 49

Followers Council Social Media 10,500

Followers District Social Media 7,800

E-mail Newsletter sent to 34,000 x2 months & has 23% click rate which is 5% higher than the national average

Total Potential Customer Impressions: **710,349**