

MERIT BADGE SPONSORSHIP PROGRAM

Market Your Business While Helping Youth

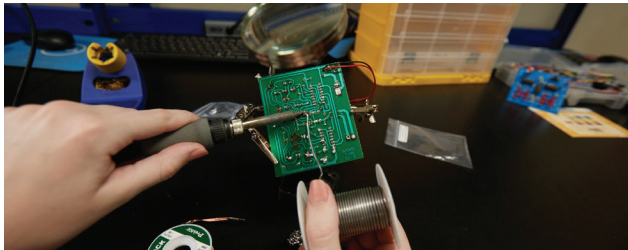
By participating in the Merit Badge Sponsorship Program, your company is choosing to make a positive investment in the lives of the young people in our community. Contributions are tax deductible.

Merit Badge Sponsors have the opportunity to provide direct training to youth through Merit Badge clinics, workshops, facility tours, and merit badge counselors, which will foster experiences that may be available in no other way. Your sponsorship can literally change the life of a Scout.

The Scout Merit Badge Program introduces youth to the principles of citizenship, potential careers, new hobbies and sports, and a wide variety of life skills. Merit Badges play an important role in fulfilling the BSA mission, "...to prepare young people to make ethical and moral choices, by instilling in them the values of the Scout Oath and Law."

The Merit Badge Sponsorship Program strengthens the bonds between the community and Scouting by offering opportunities for organizations and businesses to provide financial support to Scouting locally. Sponsoring organizations forge this partnership by choosing Merit Badges that align with their business expertise and mission.

There are 139 Merit Badges available to Scouts. To rise to the highest rank of Eagle, a Scout must earn 21 Merit Badges, 13 of which are specifically required.



We look forward to working with you in developing our next generation of leaders.



MARKETING BENEFITS OF MERIT BADGE SPONSORSHIP

Sponsoring a Merit Badge offers the following marketing benefits and return on investment to your company:

- > Promote your business to our 70,000 Scouting families, 17,000 adult leaders and 30,000 event participants covering 63 counties in the St. Louis metro area, southeastern Missouri and southern Illinois.
- > The opportunity to mentor youth by hosting a Merit Badge clinic at your location.
- > Logo and company recognition on the Council website with a link to your site, posting on Council Facebook page, e-mail blast inclusion with sponsorship details along with recognition in our Duffle Bag leader magazine.
- > Company banner recognition at Boy Scout Summer Camp Programs.
- > Exclusive sponsor of a merit badge for one calendar year

Potential Customer Impressions

E-Mail Newsletter	26,000
Duffle Bag Magazine	5,500
Summer Camp Attendance	8,200
Social Media/Website	10,000
Total	49,700

PLEASE SIGN ME UP FOR THE FOLLOWING:

Merit Badge Sponsor

- \$2,500 = 1 Merit Badge
- \$4,750 = 2 Merit Badges
- \$6,750 = 3 Merit Badges

Contact Name _____

Company _____

Address _____

City _____

State _____ Zip _____ Phone (____) _____

Email _____

Merit badge(s) _____

District (if known) _____

Payment Method

- Check enclosed for \$ _____ (made payable to GSLAC-BSA)
- Bill me later (payable in 30 days)
- Credit Card: (fill in and sign below)

Signature _____

Credit Card Expiration Date ____ / ____ (write card # below)

Mail Form To

Greater St. Louis Area Council, BSA
Merit Badge Sponsorship Program
4568 West Pine Blvd.
St. Louis, MO 63108

or email to megan.selck@scouting.org

For questions, call 618-207-6419.



BOY SCOUTS OF AMERICA
GREATER ST. LOUIS AREA COUNCIL