

Program Partners



CRADLE OF LIBERTY COUNCIL

Create Community Awareness
for Your Organization While
Supporting Scouting in Philadelphia,
Montgomery and Delaware Counties.



Partner with Scouting to Reach 18,000 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 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.

Adventure: 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 Cradle of Liberty Council: As the local chapter of the Boy Scouts of America, the Cradle of Liberty Council serves more than 18,000 youth from ages 6 through 20 and their families in Philadelphia, Montgomery and Delaware Counties. The program is administered and delivered at the local level by more than 5,000 volunteers.

Communication from the council to the 450+ 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 Cradle of Liberty Council deliver the promise of a fun, quality and well-balanced Scouting program. Partnership opportunities to share your message with our 18,000 families include:

- Full-color advertisement in our magazine
- Flier distributions
- Company logo, link and information on the council website (colbsa.org/programpartners).
- Invitation to set-up a display at major council events.

Questions, please contact: **Greg Osborn**
484-654-9239 or programpartners@colbsa.org



Benefactor:

\$5,000

- Company logo, link and information on the council website (colbsa.org/programpartners).
- Invitation to set-up an advertising table at all major council events.
- Full-page advertisement (premium placement) in “Prepared. For Life” Magazine (distributed beginning in late Spring).
- Maximum of six (6):
 - Flier distributions in resource center and through leader meetings.
 - Mentions on the council’s social media channels (Facebook, Twitter, and Instagram).
 - Highlights in the council’s “BSA Today” monthly electronic newsletter.
 - “Scout Day” events on council online calendar.

Sponsor:

\$2,500

- Company logo, link and information on the council website (colbsa.org/programpartners).
- Invitation to set-up an advertising table at four major council events.
- Full-page advertisement (preferred placement) in “Prepared. For Life” Magazine (distributed beginning in late Spring).
- Maximum of four (4):
 - Flier distributions in resource center and through leader meetings.
 - Mentions on the council’s social media channels (Facebook, Twitter, and Instagram).
 - Highlights in the council’s “BSA Today” monthly electronic newsletter.
 - “Scout Day” events on council online calendar.

Guardian:

\$1,000

- Company logo, link and information on the council website (colbsa.org/programpartners).
- Invitation to set-up an advertising table at three major council events.
- Full-page advertisement in “Prepared. For Life” Magazine (distributed beginning in late Spring).
- Maximum of two (2):
 - Flier distributions in resource center and through leader meetings.
 - Mentions on the council’s social media channels (Facebook, Twitter, and Instagram).
 - Highlights in the council’s “BSA Today” monthly electronic newsletter.
 - “Scout Day” events on council online calendar.

Patron:

\$500

- Company logo, link and information on the council website (colbsa.org/programpartners).
- Invitation to set-up an advertising table at two major council events.
- Half-page advertisement in “Prepared. For Life” Magazine (distributed beginning in late Spring).
- One flier distribution in resource center and through leader meetings.
- One “Scout Day” event on council online calendar.

Artwork for ads should be in PDF; 8.5” wide x 11” tall (full-page), 8.5” wide x 5.5” tall (half-page)

2018 Program Partner Commitment Form

Benefactor Partner: \$5,000 **Guardian Partner:** \$1,000 **Other:** \$ _____
 Sponsor Partner: \$2,500 **Patron Partner:** \$500

Name: _____ Title: _____

Company: _____

Address: _____ City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ Email: _____

Check enclosed Please bill me Credit Card: Visa MasterCard Amex Discover

Card #: _____ Exp. Date: _____ Security Code: _____

Signature: _____ Date: _____

Please make checks payable to **Cradle of Liberty Council**
Mail: 1485 Valley Forge Rd, Wayne, PA 19087 | Fax: 610-688-2951 | Email: programpartners@colbsa.org