



2023-2024 Program Planning Calendar

Title Sponsor - \$3,000

Sponsorship items	Impressions
Full page advertisement in the program guide.	800+ guides will be printed and distributed throughout the council to leaders at the Ideal Year of Scouting Kickoff events.
Social media mentions on our platforms as the title sponsor before and during the IYOS kickoffs.	<ul style="list-style-type: none"> • Facebook: <ul style="list-style-type: none"> ○ Over 2100 Page followers ○ Approx. 100,000 post interactions in 2022 ○ 500 average organic reach in 4th Quarter of 2022
Logo placement on IYOS emails to prospective participants (i.e. district volunteers/leaders).	<ul style="list-style-type: none"> • This email will be sent to roughly 3,000 volunteer leaders and Parents.
Mention as the title sponsor in monthly promotions for April, May & June .	More than 10,000 emails are sent to Scouting leaders and parents with a 47% open rate (as of December 2021)
Booth space at (2) program events such as: <ul style="list-style-type: none"> • University of Scouting • Program Launch • Fall kickoffs in our 3 districts 	Registration numbers from 2022: <ul style="list-style-type: none"> • University of Scouting – 425 • Program Launch – 600
Logo placement on the council website and back cover of the book	Scouts leaders and Parents click through our website on a regular basis to access resources & register for trainings and events.

Premier Sponsor - \$1,000

Sponsorship items	Impressions
Full page advertisement in the program guide.	800+ guides will be printed and distributed throughout the council to leaders at the Ideal Year of Scouting Kickoff event.
Logo placement on IYOS emails to prospective participants (i.e. district volunteers/leaders).	This email will be sent to roughly 4,000 volunteer leaders and Parents.
Booth space for company promotion at one of our 6 district Fall kickoffs.	These two-hour long kickoffs occur at 6 locations in our 6 districts. Leaders account for about 1,000 youth in each district.
Shared logo placement on the back cover of the book.	
Logo placement on the council website	Scouts leaders and Parents click through our website on a regular basis to access resources & register for trainings and events

Presenting Sponsor - \$500

Sponsorship items	Impressions
Half page advertisement in the program guide.	800+ guides will be printed and distributed throughout the council to leaders at the Ideal Year of Scouting Kickoff events.
Booth space for company promotion at one kickoffs.	These two-hour long kickoffs occur at 6 locations in our 6 districts. Leaders account for about 1,000 youth in each district.
Logo placement on the council website	Scouts leaders and Parents click through our website on a regular basis to access resources & register for trainings and events

Sponsor - \$250

Sponsorship items	Impressions
Quarter page advertisement in the program guide.	800+ guides will be printed and distributed throughout the council to leaders at the Ideal Year of Scouting Kickoff events.
A table at one District Kick-offs	These two-hour long kickoffs occur at 6 locations in our 6 districts. Leaders account for about 1,000 youth in each district.
Quick presentation plug to all attendees at IYOS	This two-hour long kickoff will occur each year in May in a central location. Leaders account for over 3,000 youth in WNY.

Business Card Ads - \$150

Sponsorship items	Impressions
Business Card sized advertisement in the program guide.	800+ guides will be printed and distributed throughout the council to leaders at the Ideal Year of Scouting Kickoff events.

Sponsorship Level (Choose One)

- _____ Title Sponsor: \$3,000
_____ Premier Sponsor: \$1,000
_____ Presenting Sponsor: \$500
_____ Sponsor: \$250
_____ Business Card: \$150

PLEASE COMPLETE ALL THE INFORMATION BELOW:

Company Name _____

Contact Person _____ Email _____

Street _____

Town _____ State _____ Zip _____

Phone _____ Fax _____

If possible, I request my ad to display the month of _____

**All ads are due by Monday, May 1, 2023, and should be submitted to:
Bob Blatz Bob.Blatz@scouting.org or mail to 2860 Genesee St. Buffalo, NY 14225.
Payments must be received before May 31st for the advertisement to run. Digital advertisements are preferred.**

PAYMENT INFORMATION:

- Enclosed is my check for \$_____ made payable to Western New York Scout Council, BSA for _____ ad size.
 Please bill me the corresponding fee for _____ ad size
 Bill my M/C Visa AMX, No. _____ exp _____
Name on Card: _____ for _____ ad size.

AD COPY:

E-mailed artwork is preferred for the quality of your image

- I will email my artwork and web presence information to Bob.Blatz@scouting.org by May 1st
 Repeat last year's ad size and content
 I've attached my ad copy or business card for the 2023-2024 Program Planning Calendar Book

Full Page Ad - 7.5"W x 10"H portrait

Quarter Page Ad - 3.75"H x 5"H portrait

Business Card Ad - 3.5"W x 2"

Half Page Ad - 7.5"W x 5"H landscape