

# MEDIA SPONSORSHIPS



**Organized in 1911, the National Capital Area Council, BSA (NCAC) delivers the promise of Scouting to youth in the Washington, D.C. metro area, including 16 counties in Maryland and Virginia, the U.S. Virgin Islands, and U.S. citizens abroad in North and South America. The NCAC's programs train the next generation of leaders; give back to the community through service; and teach young people to "be prepared" for life, adventure, and education.**



## Newsletter Sponsorship **Newsletter Listing: \$500 contribution.**

A Scout-focused listing in both monthly electronic newsletters sent to 1.) over 55,000 current/former Scout leaders and 2.) 26,000 current Scout (age 5-21) parents. Listings can include up to 50 words, a graphic (100x100 pixels), and website link. Limited availability - only one per month.

## MSSC Lobby Television Sponsorship **Lobby Television: \$250 contribution for 3 months.**

Logo or video clip (up to 30 seconds) displayed on the lobby screen to visitors entering the Marriott Scout Service Center (MSSC). The MSSC welcomes shoppers to the National Scout Shop six days per week and leaders, parents, and guardians visit the lobby help desk for services each business day.



## Event Table Sponsorship **Sponsored Table for One Council Event: \$150 contribution**

An opportunity to set up a Scout-focused vendor table at a major event, such as University of Scouting or Program Launch, and receive face time with our volunteers. University of Scouting typically attracts approximately 800 adult leaders from across the Council, all looking for new program opportunities and resources for their Scouts.

## MSSC Flier Display **Flier Display for 3 months: \$100 contribution**

NCAC maintains two kiosks at the Marriott Scout Service Center, located near the information desk and Scout Shop, where current sponsors can display fliers or brochures.



## WeOwnAdventure Sponsorships

### **Sponsored Blog Post on WeOwnAdventure: \$1,000 contribution**

Includes the following benefits: blog featured on the Council's main news source, explaining how your company can help units deliver the Scouting program. Posts are approximately 750-1200 words with two images and a link to your website plus flier distribution as described above. Limited availability - only one per week.

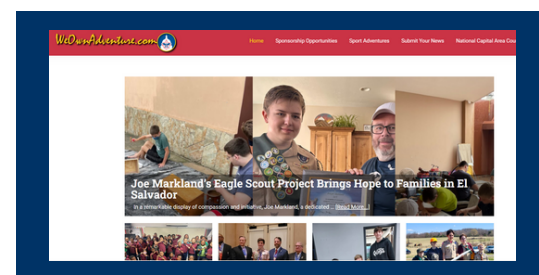
### **A banner graphic on the WeOwnAdventure main page: \$350 contribution.**

This is a static image (size 728x90) on our main news site promoting Scout-focused activities for one month. Flier Display as described above is included. Limited availability - 1 per month

### **Medium graphic on a WeOwnAdventure article page: \$200 contribution.**

A static image (size 300x250) in the sidebar for every article promoting Scout-focused activities for one month. Limited availability - 3 per month

*All sponsorships will be reviewed and must be Scout-focused and complimentary to our Scouting program.*



## CONTACT:

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