



BOY SCOUTS OF AMERICA®  
LINCOLN HERITAGE COUNCIL

# BECOME A PROGRAM PARTNER!

Connect with parents in the greater Louisville area who are actively engaged with their kids, spend time in the outdoors and are involved in the community.



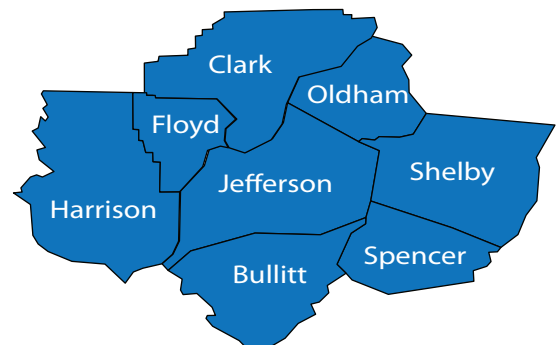
## WHY PARTNER WITH SCOUTING?

- **Reach over 6,300 active families** that are loyal to businesses who partner with the Scouting program. Program partners are featured on our quarterly eBlast (6,000 recipients), website (15,000 visitors monthly) and Facebook page (over 5,000 followers).
- **Extend your reach beyond Scouting families** through our annual "Join Scouting" flyer campaign. The campaign distributes over 110,000 flyers to elementary school families in the region annually. Partner coupons are featured on all 110,000 flyers.
- **Reach Scouting supporters** by having your coupon featured on our camp fundraiser cards (60,000 distributed annually).

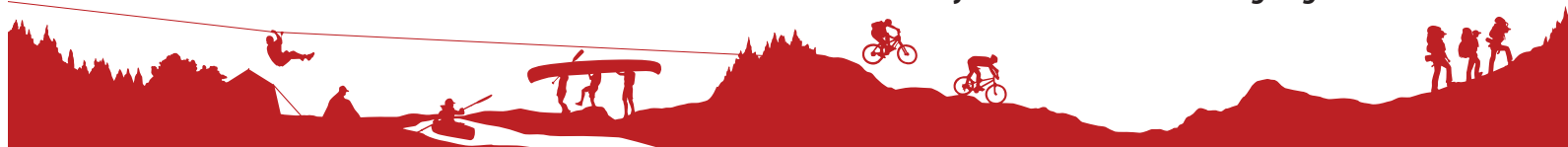
## AUDIENCE

- 6,309 youth
- 2,981 adults
- Median adult age: 45
- Median youth age: 11 (range 5-20 years of age)
- Median household income: \$53,436

## GEOGRAPHIC REACH



To become a program partner, complete the attached form or visit [www.lhcbbsa.org/partners](http://www.lhcbbsa.org/partners)  
Questions? Contact James Lennon at 502-361-2624 or [james.lennon@scouting.org](mailto:james.lennon@scouting.org)



## PARTNERSHIP LEVELS

### PLATINUM PARTNER: \$5,000 (THREE AVAILABLE)

#### BENEFITS:

- Coupon featured on our fall membership drive flyers (110,000 join Scouting flyers with your coupon distributed to all students at 100 elementary schools in the greater Louisville area)
- Premium placement of your coupon on our spring camp fundraiser card. None of your direct competitors will appear on the discount card. (60,000 cards distributed annually)
- Your content included in four monthly email newsletters (reaches 6,300 families)
- Four posts per year featuring your content on the Lincoln Heritage Council Facebook page (Page has over 5,000 followers. 75% are parents ages 30-55)
- Company logo and link featured on the Lincoln Heritage Council website as a program partner (average of 15,000 visits per month)

### GOLD PARTNER: \$2,500 (THREE AVAILABLE)

#### BENEFITS:

- Premium placement of your coupon on our spring camp fundraiser card (60,000 cards distributed annually)
- Your content included in three monthly email newsletters (reaches 6,300 families)
- Three posts per year featuring your content on the Lincoln Heritage Council Facebook page. (Page has over 5,000 followers. 75% are parents ages 30-55)
- Company logo and link featured on the Lincoln Heritage Council website as a program partner (average of 15,000 visits per month)

### SILVER PARTNER: \$1,000

#### BENEFITS:

- Your content included in two monthly email newsletters (reaches 6,300 families)
- Two posts per year featuring your content on the Lincoln Heritage Council Facebook page. (Page has over 5,000 followers. 75% are parents ages 30-55)
- Company logo and link featured on the Lincoln Heritage Council website as a program partner (average of 15,000 visits per month)

### BRONZE PARTNER: \$500

#### BENEFITS:

- Your content included in one monthly email newsletter (reaches 6,300 families)
- One post featuring your content on the Lincoln Heritage Council Facebook page. (Page has over 5,000 followers. 75% are parents ages 30-55)
- Company logo and link featured on the Lincoln Heritage Council website as a program partner (average of 15,000 visits per month)

### 2022 PROGRAM PARTNER COMMITMENT FORM

- |  |         |  |         |
|--|---------|--|---------|
| <input type="checkbox"/> Platinum Partner: | \$5,000 | <input type="checkbox"/> Silver Partner: | \$1,000 |
| <input type="checkbox"/> Gold Partner:     | \$2,500 | <input type="checkbox"/> Bronze Partner: | \$500   |

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Company: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Phone: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

- ☐ Check Enclosed      ☐ Please Bill Me      ☐ Credit Card

Card #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Send completed form to james.lennon@scouting.org or mail to 12001 Sycamore Station Place, Louisville, KY 40299