

CAMP U«KNO«U»WANNA

AUGUST 2-4, 2024 ♦ CAMP FRIEDLANDER ♦ LOVELAND, OHIO



Sponsorship Opportunities

BE A PART OF THE INAUGURAL ADULT CAMP EVENT AT CAMP FRIEDLANDER!

- » Three action-packed days of extreme adventure and networking.
- » More than 300 participants, visitors and staff.
- » Connect with adults and friends of Scouting in the 21+ age groups.

WHY THIS IS IMPORTANT FOR YOUR BRAND

- » Emotional connections drive purchases.
- » 50% of every buying decision is fueled by emotion.
- » When a consumer has an emotional connection to a brand, it instantly becomes more relatable and the incentive to purchase increases. With emotions at an all-time high during camp, brands can tap into this opportunity.

HOW CAMP U-KNO-U-WANNA CAN HELP YOU WHILE HELPING LOCAL YOUTH

The Importance of Influence

- » Brands have the power to influence and drive their message home. A brand's character, ideals, and mission all impact a consumer's choice to purchase and identify themselves.

Be Part of a First

- » This is the inaugural "adult summer camp" experience being held at the local BSA camp. Build a strong connection between your local brand and the local community.

Pre, Present and Post: Multiple Touch Points

- » Not only will brands benefit by being at the actual event, but we've got you covered before and after, too. We've already begun communicating to Scouting adults, and registration is open!

FOR MORE INFORMATION OR WITH QUESTIONS:

Michelle Byrne | (513) 577-7686
michelle.byrne@scouting.org
danbeard.org/uknouwanna



Play
for the Day



Toast to
the Night!

Sponsorship Levels



CAMP DIRECTOR ♦ \$5,000

- ♦ Title sponsor
- ♦ Callouts at campfire and during live music
- ♦ Prominent signage at camp*
- ♦ Logo on banner(s) & giveaways*
- ♦ Logo on camp map*
- ♦ Recognition on website / social media

CAMP CHEF ♦ \$500 / \$1,000

- ♦ Meal or Crackerbarrel sponsor
- ♦ Callouts during the meal
- ♦ Prominent signage at meal*
- ♦ Promote & serve your product at meal
- ♦ Logo on banner & giveaways*
- ♦ Recognition on website / social media

**Brand logo (high res, digital file) must be provided by May 15, 2024 for inclusion on any printed event materials.*

HAPPY HOUR DIRECTOR ♦ \$1,000

- ♦ Beer, wine, or liquor sponsor - Friday or Saturday
- ♦ Prominent signage and table at Happy Hour*
- ♦ Option to distribute brand logo items at event
- ♦ Logo prominent on banner(s) & giveaways*
- ♦ Logo on camp map*
- ♦ Recognition on website / social media
- ♦ Perform tasting / sampling of your product

CAMP COUNSELOR ♦ \$500 / \$1,000

- ♦ Program sponsor
- ♦ Prominent signage at activity area*
- ♦ Option to deliver own program at event
- ♦ Logo on camp map*
- ♦ Recognition on website / social media

Contact Information:

Name _____ My Gift is a: ☐ Personal Gift ☐ Corporate Gift

Company / Organization _____
If Applicable

Address _____
Street City State Zip Code

Email _____ Phone _____

Payment Information:

☐ Enclosed Check - Amount: \$ _____ Bill Me - Amount: \$ _____ ☐ Credit Card

Make Checks Payable to:
Dan Beard Council

Card # _____ Expiration Date _____ V-Code _____

Mailing Address:
Dan Beard Council
10078 Reading Road,
Cincinnati, OH 45241

Cardholder Name _____

By signing, I am directing my donation as donor restricted for use by the Dan Beard Council in its annual operations to directly serve Scouts in Greater Cincinnati and Northern Kentucky.

Signature _____