



SAGAMORE COUNCIL

UNIVERSITY OF SCOUTING

PURDUE UNIVERSITY  
LARGEST IN THE NATION

HOSTED BY **P** PURDUE UNIVERSITY Elmore Family School of Electrical and Computer Engineering

PRESENTED BY **Ψ** HEALTH Indiana University Health



**SPONSORSHIP AND VOLUNTEER CATALOG**

## **There are several ways that a local business/organization or community leader can partner with the University of Scouting:**

- Event Sponsorship
- Vendor Midway/Expo Booth
- Sponsor a Merit Badge Class (either financially, instructing, or both)
- Volunteer before/at the event
- Donate items to the online auction

## **Why partner with University of Scouting?**

- Support leadership training and youth development
- Gain visibility with thousands of Scout leaders, volunteers, and community members from all across the country
- Align your brand with a trusted, community-focused organization
- Demonstrate corporate citizenship and community engagement
- Demonstrate commitment to youth programs and workforce development

## **A Message from IU Health**



“IU Health is excited and honored to be able to partner with Scouting America - Sagamore Council as the presenting sponsor for the 2026 University of Scouting events. This collaboration aligns perfectly with our community-centered values and ongoing mission to provide access to education, wellness and personal growth. We applaud Scouting America’s effort and dedication to ensuring the youth in our communities have the opportunity to build life and leadership skills. IU Health is proud to be part of such an impactful program.”

-Kara Bishop, Brand Manager, Marketing, Indiana University Health

# WHAT They Said!

**“The Scouts I brought had the best day! It was perfect!”**

**“It was honestly better than we even imagined.”**

**“Thank you so much. I can’t imagine how much time, energy, effort, and coordination went into something this big. I really appreciate it. “**

**“It’s awesome when Scouts tell you ‘thank you’ or ‘this is the best badge they have ever done’”**

**“I had quite a few kids say it was the best Scouting day they’ve had!”**

**“University of Scouting is a great opportunity for Scouts to gain confidence in themselves while learning in a safe environment.”**

**“I really enjoy the variety of offerings by the community to support this event! Out of 141 merit badges (plus test labs), you guys offered over a 2/3 of them.”**

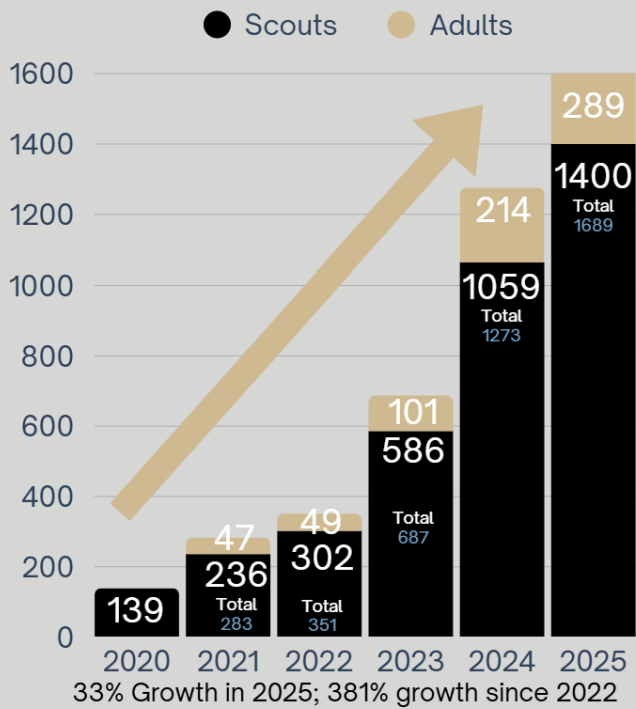
**“I was impressed with the overall event, including instructors and facilities. More importantly, my son enjoyed his classes and wants to participate again next year.”**

**“Seeing how strong Scouting is!!! This many people coming together who share at least one thing in common, SCOUTING!!!!”**

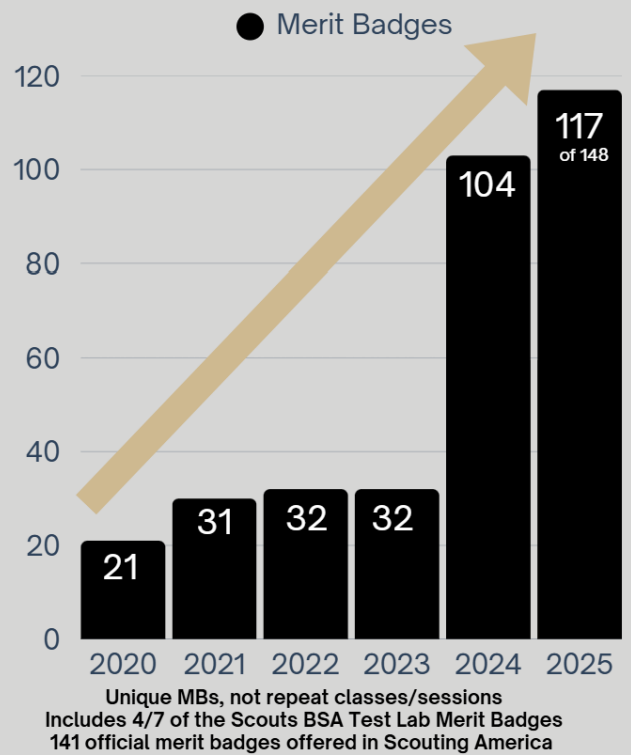
**“That was well worth the 4.5 hour drive! Truly fantastic event! University of Scouting at Purdue is an experience you don't want to miss!”**

**“Spending 3 years in a dying troop, I've found a renewed purpose with a new Scoutmaster and training I never knew existed. Very grateful for the work of this council to execute this massive training event. See you next year.”**

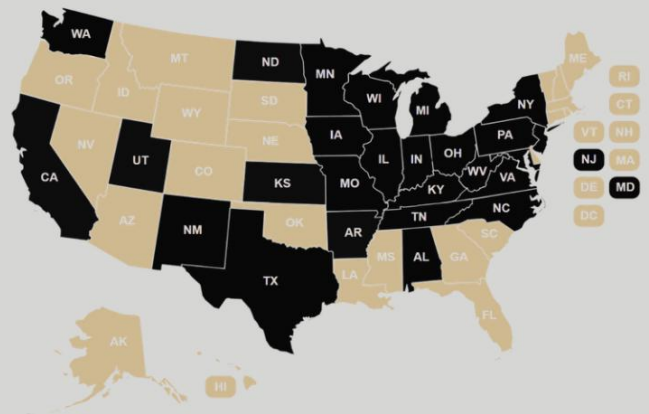
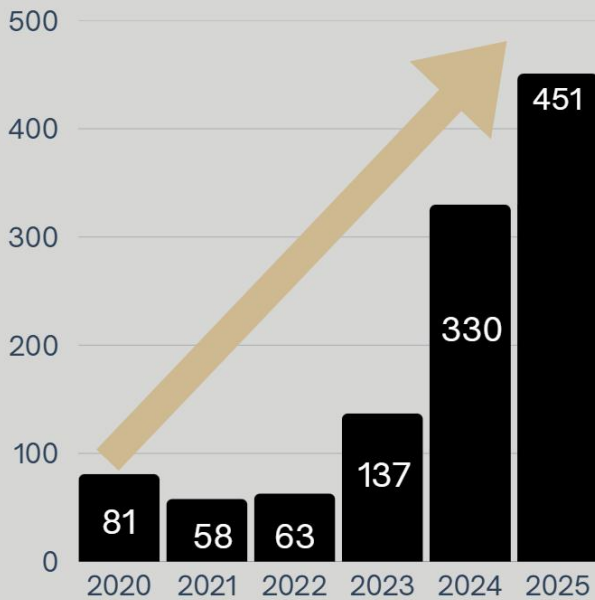
# EVENT ATTENDANCE GROWTH



# MERIT BADGE OFFERINGS



# UNITS



**2024-2025**

**57 COUNCILS**

**26 STATES**

58% OF ATTENDANCE IS FROM INDIANA

## Event Sponsorship Opportunities

Thank you for your interest in supporting the **University of Scouting presented by IU Health**. This University of Scouting is made possible by partnership with Purdue College of Computer and Electrical Engineering and Purdue University. University of Scouting is the Nation's largest single day of learning that features premier training and development event for Scout leaders, volunteers, and Scouts of all ages. Over 3,000 people attend this event annually and your brand exposure will reach representatives from over half of the states in the nation. Your sponsorship helps strengthen Scouting programs, expand training opportunities, and ensure an exceptional experience for participants.

### **Eagle Sponsor – \$5,000**

- Logo placement on event marketing materials and website
- Recognition during opening ceremony
- Booth space at the event to include lunch for your participants
- Full-page advertisement in the event program
- Social media recognition

**“WOW! The opening ceremonies were tear-jerking and just amazing to be a part of.”**  
-Scout Mom

### **Life Sponsor – \$2,500**

- Logo placement on event website and select marketing materials
- Recognition during opening ceremony
- Booth space at the event to include lunch for your participants
- Half-page advertisement in the event program
- Social media recognition



3,000+ people from our Scouting Community at the Opening Ceremony in the Elliott Hall of Music

### **Star Sponsor – \$1,000**

- Logo placement on event website
- Booth space at the event to include lunch for your participants
- Quarter-page advertisement in the event program
- Social media recognition

### **Supporting Sponsor – \$500**

- Listing in the event program and website
- Social media thank-you recognition

### **In-Kind Sponsor**

We welcome donations of goods or services such as printing, food, giveaways, or equipment.

- Recognition based on contribution value
- Logo placement on website and program (as applicable)



**“There is definitely something for everyone at U of S! Scouts and adults alike can find opportunities to learn and earn!”**

## Vendor Midway

The **Vendor Midway** provides organizations and businesses an opportunity to connect directly with Scout leaders, volunteers, and community members attending University of Scouting. This is an excellent venue to showcase products, services, programs, and resources that support Scouting and community development. We expect over 3,000 people at this event in 2026 from over half of the states in the USA!

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### Vendor Booth Rates

#### ★ Vendor Midway Title Sponsor – \$5,000

- Exclusive recognition as the title sponsor of the Vendor Midway
- Prominent logo placement on all Vendor Midway signage and marketing materials
- Recognition during opening and closing ceremonies
- Medium banner or booth space at the event
- Social media thank-you recognition

#### ✿ Non-Profit Organization Booth – \$150

- One 6 or 8 ft vendor table including linens and two chairs in the Vendor Midway
- Opportunity to distribute literature and promotional materials
- Listing in the event program and on the event website
- Recognition on event signage (Vendor Midway listing)
- Social media thank-you recognition

#### Anticipated Foot Traffic

Times below are highest anticipated traffic times. There will be a set up opportunity on Friday, December 4<sup>th</sup> at a time TBD closer to the event.

6:30 AM-8:00 AM Event Gathering and Registration

8:30-9:00 Travel to First Class Session

12:00 PM-1:00 PM Lunch

#### 🏢 For-Profit Businesses Booth – \$300

- One 6 or 8 ft vendor table including linens and two chairs in the Vendor Midway
- Opportunity to distribute literature and promotional materials
- Listing in the event program and on the event website
- Recognition on event signage (Vendor Midway listing)
- Social media thank-you recognition

#### 🏢 Purdue University Student Organizations or Clubs Booth – \$50

- One 6 or 8 ft vendor table including linens and two chairs in the Vendor Midway
- Opportunity to distribute literature and promotional materials
- Listing in the event program and on the event website
- Recognition on event signage (Vendor Midway listing)
- Social media thank-you recognition



**“The vendor midway and swag bags were really great this year!”**

### Vendor Guidelines

- Vendors are responsible for providing their own displays and extension cords (if needed).
- Set-up and tear-down times will be provided prior to the event (Friday afternoon and Saturday morning options will be available.)
- Sales are permitted; however, vendors must comply with all council and Scouting America policies
- Space is limited and assigned on a first-come, first-served basis.

## Merit Badge Sponsorships

Merit Badge Sponsorships provide a unique opportunity to support hands-on training and learning experiences for Scouts while gaining visibility among youth leaders, volunteers, and families. Sponsorship funds help offset instructor costs, materials, and program resources for each merit badge class offered at University of Scouting.

*Not all merit badges will be able to be offered at the event even if we have a merit badge sponsor for that badge due to logistical barriers, instructor availability, complexity of requirements, and Indiana weather in December. IE. You can't do fishing and fly fishing in Indiana in December.*

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### Sponsorship Levels

#### **Eagle-Required Merit Badge Sponsor – \$500 (merit badges with a silver border)**

- Recognition as the official sponsor of one Eagle-required merit badge course
- Logo and/or name listed in the event program and on the event website and app.
- Recognition signage at the classroom or session location (where permitted)
- Social media thank-you recognition
- Opportunity to provide a flyer or promotional item for attendees



#### **Examples of Eagle-Required Merit Badges include:**

- First Aid, Citizenship in the Community / Nation / World, Communications, Emergency Preparedness or Lifesaving, Environmental Science or Sustainability, Family Life, Personal Fitness or Personal Management
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#### **Elective Merit Badge Sponsor – \$250 (merit badges with a green border)**

- Recognition as the official sponsor of one elective merit badge course
- Name listed in the event program and on the event website
- Recognition signage at the classroom or session location (where permitted)
- Social media thank-you recognition



**Elective merit badges may include outdoor skills, hobbies, STEM topics, and special-interest badges offered at the event.**



**"Skip the ordinary. At the University of Scouting, you don't just learn about aviation; you test your skills on the same flight simulator that future pilots use!"**



## Online Auction

### ★ Online Auction Title Sponsor – \$5,000

- Exclusive recognition as the title sponsor of the Vendor Midway
- Prominent logo placement on all Vendor Midway signage and marketing materials
- Recognition during opening and closing ceremonies
- Medium banner or booth space at the event
- Social media thank-you recognition



## Item Donation Opportunities

The **Online Auction** is an exciting fundraising and educational experience supporting University of Scouting. Items donated will be featured in the online auction and used as part of the **Auctioneering Merit Badge Class**, giving Scouts real-world experience in marketing, valuation, and ethical sales practices.



## Donor Recognition

- Donor name and/or logo listed on the auction website and event program
- Recognition during the Auctioneering Merit Badge Class and event communications
- Social media thank-you recognition (as appropriate)

## Donation Guidelines

- Items should be new or in excellent condition
- Experiences should include clear details and any restrictions or expiration dates
- Donors may provide estimated retail value for tax acknowledgment purposes
- The council reserves the right to combine, package, or curate items for optimal auction presentation

**“We believe that auctioneering is more than just a profession; it’s a platform for communication, leadership, and integrity. Those values align perfect with what Scouting is building in young people.”**

**-Allison Mazzei, CEO National Auction Association**

**How to Donate:** To donate an item, please complete the auction donation form and provide a brief description, estimated value, and any restrictions.

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## What We Are Looking For

We welcome a wide variety of donated items that will attract bidders and provide learning opportunities for Scouts. Suggested donation categories include:

### Scouting & Outdoor Gear

- Camping equipment (tents, backpacks, lanterns, stoves)
- Outdoor adventure packages or guided trips
- Camperships, camp vouchers, or Scouting experience packages

### Trips & Experiences

- Weekend getaways or vacation packages
- Local attraction tickets (museums, zoos, sporting events, shows)
- Outdoor adventure experiences (fishing trips, golf outings, guided tours)

### Sports Memorabilia

- Autographed jerseys, balls, helmets, or photos

- Tickets or VIP sports experiences
- Collectibles from professional or collegiate teams

### Art & Unique Items

- Original artwork, prints, or handcrafted items
- Collectibles, antiques, or specialty items
- Custom or personalized creations

### Gift Baskets & Services

- Restaurant or retailer gift cards
- Themed gift baskets (outdoor, family fun, local favorites)
- Professional services (lessons, consulting, photography, home services)

## Examples from the last online auction:



## Volunteer Opportunities

We have several **Volunteer Opportunities** which ensure that the event provides a quality learning environment and experience for our Scouting Community. We look for three types of volunteers for this event:

- Pre-Event Volunteers
- At Event Volunteers
- Instructors



### ★ Pre-Event Volunteer

- Assist with event fundraising efforts
- Assist with the securing of merit badge instructors or adult training instructors
- Securing auction items for the online auction
- Assisting with pre-event logistics
- Event Set Up (Night before)

### ✿ At-Event Volunteer

- Event Check In
- Lunch Distribution
- Trading Post
- Sidewalk Guides
- Clean Up
- Videography/Photography



### 🏠 Instructors (NO SCOUTING EXPERIENCE NECESSARY)

*Instructors will have to complete a Scouting America Safeguarding Youth Training and a Purdue University version as well. They will also have to complete paperwork to authorize a criminal background check. Lastly, there will be 1-2 zoom meetings in advance of the event to ensure that everyone is in the same page for the event. Class sizes are kept small, typically 10-15 Scouts per class with some exceptions both directions.*

- **Merit Badge Instructor**
  - We are targeting 120+ merit badges at the 2026 event. There are 141 merit badges and 7 additional ones in the Scouts BSA Test Lab being BETA tested. Scouts are 11-18 years old.
  - Check out the badge options at:  
Merit Badges: <https://www.scouting.org/skills/merit-badges/all/>  
Test Lab: <https://www.scouting.org/skills/merit-badges/test-lab/>
- **Adult Training Class Instructor**
  - Scouting Position Specific Training and Supplemental Trainings such as First Aid/CPR, Backpacking Tips, Cold Weather Camping, How to Pack a Trailer, Religious Emblems, Etc.
- **Cub Scout Adventure Instructor (STEM Oriented)**
  - <https://www.scouting.org/programs/cub-scouts/adventures/>
  - Kindergarten-5<sup>th</sup> Grade



Please scan the QR code to complete an online survey so that we can gather information regarding your desires to be involved with the University of Scouting

[Sponsorship and Volunteer Interest Survey](#)



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