

# 2023 Sponsorships

... POTAWATOMI AREA COUNCIL, BOY SCOUTS OF AMERICA ...



**SATURDAY, OCTOBER 7<sup>TH</sup>, 2023**

• BEER • FOOD • MUSIC • ENTERTAINMENT • RAFFLE • SILENT AUCTION •



Stein's Aircraft Services  
**Waukesha County Airport**



**[www.pacbsa.org](http://www.pacbsa.org)**



**[connie.jadowski@scouting.org](mailto:connie.jadowski@scouting.org)**



# Event Information

Break out the lederhosen, don your best dirndl, and roll out the barrel at Steins for Scouting Airtoberfest!

This adult “Oktoberfest-like” event is held at Stein’s Aircraft Services (2651 Aviation Drive, Waukesha) and is easy to get to with plenty of parking. Kicking off the Oktoberfest season, Steins for Scouting Airtoberfest features Waukesha’s own, Raised Grain Beer, Umpa bands and in case you’re umpa’d out...late night headliner, Rebel Grace. Cornhole tournament, great German eats, Balloon Glow, Nail Hammering, Masskrugstemmen (stein holding contest) and more. Come raise a Stein with us!

Scouting has shaped the lives of thousands of boys and girls in our community. Our goal at the Potawatomi Area Council is to inspire our youth in the Waukesha, Wisconsin area to reach greater heights. We help youth from ages 5-20 achieve self-confidence, integrity and ethical awareness while improving their personal fitness and life skills. Focusing on the Scout Oath and Law, it is our goal to provide a fun, interactive environment for youth while cultivating the future leaders of America.



4,121

Youth Served



1,043

Adults Trained in YPT



30,255

Service Hours



13,261

Nights of Camping

## MARKETING REACH

This event is projected to attract 700+ festival goers

### PRINT

- Hundreds of save the dates distributed to local business

### DIGITAL

- Weekly Electronic Newsletter
  - Reaches to over 4,000 subscribers
- Online articles and mentions
- Revamped website: [pacbsa.org/steinsfor scouting](http://pacbsa.org/steinsfor scouting)
- Website banner ads
- Email newsletter inclusion
- Dedicated eblasts

### SOCIAL MEDIA

- Social media marketing and targeted advertising

### AT EVENT

- Banners, scrolling electronic advertising, announced recognitions and live social media feeds.



# Sponsorship Opportunities

## EAGLE SPONSORSHIP

**\$10,000** . . . . . 1 AVAILABLE

- Head Sponsor Level for Steins for Scouting and one other event
- Company name/logo on all printed materials, (including stein give-away) social media, e-newsletter and static logo at bottom of website for the two commitments
- Company name/logo on wall ad rotating electronic screen
- Recognition during program day of event including minute on mic during program
- Opportunity to put logo on giveaway item in registration packets/swag bags
- Up to 50 entry tickets

## LIFE SPONSORSHIP

**\$7,500** . . . . . MULTIPLE AVAILABLE

- Major Sponsor Level for Steins for Scouting and one other event
- Company name/logo on all printed materials, social media and e-newsletter
- Company name/logo on screen ad
- Recognition during program day of event
- Up to 25 entry tickets

## STAR SPONSORSHIP

**\$5,000** . . . . . MULTIPLE AVAILABLE

- Company logo/name on screen ad
- Mention during program
- 20 entry tickets

## FIRST CLASS SPONSORSHIP

**\$2,500** . . . . . MULTIPLE AVAILABLE

- Company logo/name on screen ad
- 20 entry tickets

## TENDERFOOT SPONSORSHIP

**\$1,000** . . . . . MULTIPLE AVAILABLE

- Company logo/name on screen ad
- 10 entry tickets

## SCOUT SPONSORSHIP

**\$500** . . . . . MULTIPLE AVAILABLE

- Company logo/name on screen ad

## ENTERTAINMENT SPONSORSHIP

**\$6,000** . . . . . MULTIPLE AVAILABLE

- Company logo/name on stage ad
- Company name/logo on screen ad
- Up to 20 entry tickets

## SAUSAGE SPONSORSHIP

**\$5,000** . . . . . **SOLD**

- Company logo/name on screen ad
- Mention during program
- 20 entry tickets

## BEER SPONSORSHIP

**\$4,000** . . . . . 1 AVAILABLE

- Company logo/name on all printed materials and social media
- 20 entry tickets

## BEER STEIN SPONSORSHIP

**\$2,500** . . . . . **SOLD**

- Company logo/name on screen ad
- 10 entry tickets

## T-SHIRT SPONSORSHIP

**\$1,000** . . . . . MULTIPLE AVAILABLE

- Company logo/name listed on back of official shirt
- 10 entry tickets

## PRETZEL SPONSORSHIP

**\$1,000** . . . . . 1 AVAILABLE

- Company logo/name on screen ad
- 10 entry tickets

## BAGS SPONSORSHIP

**\$500** . . . . . MULTIPLE AVAILABLE

- Company logo/name on screen ad

## GERMAN NAIL HAMMERING SPONSORSHIP

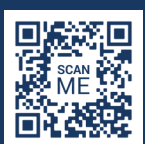
**\$500** . . . . . MULTIPLE AVAILABLE

- Company logo/name on screen ad

## MASSKRUGSTEMMEN SPONSORSHIP

**\$500** . . . . . MULTIPLE AVAILABLE

- Company logo/name on screen ad





# Sponsorship Opportunities

## BENEFITS

	EAGLE SPONSORSHIP \$10,000	LIFE SPONSORSHIP \$7,500	ENTERTAINMENT SPONSORSHIP \$6,000	STAR SPONSORSHIP \$5,000	FIRST CLASS SPONSORSHIP \$2,500	TENDERFOOT SPONSORSHIP \$2,500	T-SHIRT SPONSORSHIP \$1,000	SCOUT SPONSORSHIP \$500
Company name/logo on giveaway item	•							
Head Sponsor Level for Stiens for Scouting and one other event	•							
Mention during program	•	•						
Company name/logo on screen ad	•	•	•	•	•	•	•	•
Recognition on event t-shirt							•	
Company name/logo on all printed materials	•	•						
Company name/logo on website during event	•							
Tickets to event	50	25	20	20	20	10	10	
Company name/logo on stage ad			•					



# Sponsorships Underwriting

## LIST OF SPONSORS

<input type="checkbox"/> Eagle Sponsor	\$10,000	<input type="checkbox"/> First Sponsor	\$2,500
<input type="checkbox"/> Life Sponsor	\$7,500	<input type="checkbox"/> T-Shirt Sponsor	\$1,000
<input type="checkbox"/> Entertainment Sponsor	\$6,000	<input type="checkbox"/> Tenderfoot Sponsor	\$1,000
<input type="checkbox"/> Star Sponsor	\$5,000	<input type="checkbox"/> Pretzel Sponsor	\$1,000
<input type="checkbox"/> Sausage Sponsor <del>_____</del> <b>SOLD</b>	<del>\$5,000</del>	<input type="checkbox"/> Scout Sponsor	\$500
<input type="checkbox"/> Beer Sponsor	\$4,000	<input type="checkbox"/> Bags Sponsor	\$500
<input type="checkbox"/> Beer Stein Sponsor <del>_____</del> <b>SOLD</b>	<del>\$2,500</del>	<input type="checkbox"/> German Nail Hammering Sponsor	\$500
		<input type="checkbox"/> Masskrugstemmen Sponsor	\$500
		Steins Holding Competition	




## TICKETS

<input type="checkbox"/> Ticket - Kids 12 and under free	\$20		<input type="checkbox"/> 50/50 Raffle Ticket	\$20
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## PAYMENT INFORMATION

Name: \_\_\_\_\_ Company: \_\_\_\_\_  
Email: \_\_\_\_\_ Phone: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

## PAYMENT METHOD

Check #: \_\_\_\_\_ *Please make check payable to PACBSA*  
 Credit Card      DISCOVER  

Please Print Name: \_\_\_\_\_ Company: \_\_\_\_\_  
Card #: \_\_\_\_\_ Exp Date: MM \_\_\_\_\_ / YY \_\_\_\_\_ CVV: \_\_\_\_\_  
Signature: \_\_\_\_\_ Date: \_\_\_\_\_ **Total Amount: \$ \_\_\_\_\_**

**PLEASE RETURN TO: POTAWATOMI AREA COUNCIL, BOY SCOUTS OF AMERICA**

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