

To: Group Sales Manager
Kennedy Space Center Visitor Complex
DNC Park & Resorts at KSC, Inc.

Re: Marketing and Event Partnership Proposal

From: Bill Gosselin
Director of Operations
Central Florida Council, Boy Scouts of America

Group Sales Manager,

Through Scouting programs the Central Florida Council, Boy Scouts of America serves over 25,000 youth ages 7 – 20. The mission of the Boy Scouts of America is to prepare young people to make ethical and moral choices over their lifetimes by instilling in them the values of the Scout Oath and Law. Partnerships with individuals and corporations help us accomplish our mission.

Through our proposal we would provide the following:

- Kennedy Space Center Scouting Programs promotions through our E-Newsletter, sent monthly to nearly 30,000 individuals connected to the Central Florida Scouting family and 9,000 Scouting families that receive
- Kennedy Space Center information booth at our annual Scout Show at the UCF Brighthouse Stadium, Saturday, April 26, 2014. This event is attended by over 7,000 Scouts and their families. Both would be manned by Kennedy Space Center personnel.
- Include the Kennedy Space Center logo (black & white) and email on over 250,000 flyers distributed in 12,500 class rooms in Brevard, Volusia, Flagler, Seminole, Orange, Lake and Osceola counties.
- Kennedy Space Center Scouting event flyer given to all new Scouts that join during our Fall recruitment drive. 6,652 new Scouts joined in 2013.
- Access to monthly Roundtables where event information can be distributed to Scout leaders.

In return, Kennedy Space Center would provide the following:

- \$5,000 gift to the Central Florida Council, Boy Scouts of America
- Electronic version of event flyers for use in news letters
- 10,000 event flyers to be distributed to all new Scouts during our Fall recruitment drive and at monthly Roundtable meetings.
- Current logo and website address