

2014 Golden Eagle Dinner Return on Investment Report

Presented To



As a Gold Sponsor



BOY SCOUTS OF AMERICA

Example Ads



Leading young people on the trail to success

Prepared For Life



George Mikiterian
Dinour Hosroo
Parrish Medical Center
CEO



Sheriff Wayne Inry
Dinour Chast
Brevard County
Sheriff Office

Brevard County Boy Scout Golden Eagle Dinner
Tuesday, March 18, 2014
Holiday Inn Viera
8298 N. Wickham Rd
Melbourne, FL 32940
Reception 6pm Dinner 7pm

To RSVP or make a secure donation, please visit: ageofscouting.org
or contact Shanna Richardson: Email - Shanna.Richardson@ageofscouting.org Phone - 321-676-7658

Sponsored by:



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Dinner Honoree
Parrish Medical Center
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Sheriff Wayne Ivey
Dinner Chair
Brevard County
Sheriff Office

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Phone - 321-576-7556

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Billboard

Thank You Scouting Partners

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BOY SCOUTS OF AMERICA

Where Your Money Goes

100% of the funds donated go towards supporting the mission of the Boy Scouts of America. 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.

The Boy Scouts of America achieve this mission through providing the best outdoor education and character development programs to youth in your area



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Total Marketing Package Value

Return on Investment: \$48,907

Total Impressions: 3,187,679



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Boy Scout Collateral

The following collateral items were included in your sponsorship package
Fair market value based on logo placement valuation grid provided by Barkley Marketing

Program Ad

Table Signs

Company listing in event program

Company logo in Dinner Presentation

Event Banner

Verbal Event Recognition

Recognition at VIP Event

Total Value: \$3500

Total Impressions: 2200



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Print Media

The following collateral items were included in your sponsorship package

Fair market value based on individual marketing company rate card and impressions report

Total Print Media Value: \$30,907

Total Impressions: 2,330,383



BOY SCOUTS OF AMERICA

Print Media

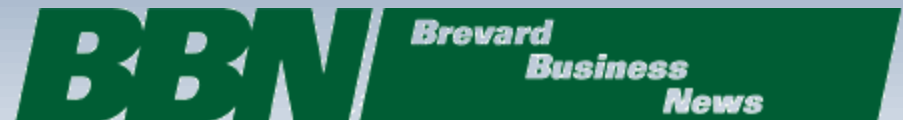
Breakdown

Florida Today: Two ½ page black and white ads placed prominently placed during the campaign

Fair Market Value: \$10,489.50 Total Impressions: 1,116,000

Brevard Business News: Three ½ Page Ads and Four ¼ Page Ads run weekly through the campaign

Fair Market Value: \$4,959 Total Impressions: 186,000



BOY SCOUTS OF AMERICA

Print Media

Breakdown

Space Coast Business: Three ½ page ad glossy color placed run in the January, February, and March Issue. Two Page Spread in the February Issue promoting Scouting Supporters. Feature in “Scene It” section red carpet promotions.

Fair Market Value \$ 10,500 Total Impressions: 687,000

Hometown News: One Full page and two ½ page ads

Fair Market Value: \$4,959 Total Impressions: 341,383



BOY SCOUTS OF AMERICA

Outdoor Media

The following collateral items were included in your sponsorship package
Fair market value based on individual marketing company rate card and impressions report

Clear Channel Outdoor: Digital Billboard 1 panel 8 second change 4 week rotation on 7 Billboards throughout Brevard.

Fair Market value: \$14,500

Total Impressions: 855,096



CLEAR CHANNEL
OUTDOOR



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Thank You



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