



Prepared. For Life.®

Moving Forward Together

Opportunities to move forward:

- **Brand Partnership**
- **Merit Badge
Sponsorship**



Prepared. For Life.®

LET'S SHARE SOME EXPERIENCES

Scouting is adventure, family, fun, character, leadership and so much more. With millions of families and alumni, it's also the premier youth character and leadership development program in the world.

For brands, our portfolio of trusted marketing platforms offer engagement-inspiring opportunities that harness the power of multi-media and in-person programs to drive results. From brand-building options in the parent-trusted, award winning Scout Life magazine to custom digital and social promotions to live, large-scale events like the National Jamboree, where 15,000+ participants and staff come together for 10 action-packed days, we create one-of-a-kind integrated engagements for brands like yours.

There are more than 135 merit badges, and any Scout, or any qualified Venturer or Sea Scout may earn any of these at any time. Scouts can learn about sports, finance, science, trades, business, and future careers as they earn merit badges.



WHO WE ARE

The Boy Scouts of America is the nation's foremost program of character and leadership development, with more than 1 million youth across every state and territory in the country.

With the support and leadership of more than 628,000 volunteer leaders in 248 councils, Scouting teaches real-life skills and qualities that help young people become "Prepared. For Life.®"

- 580,194 boys and girls ages 5 to 10 in Cub Scouting.
- 415,564 boys and girls ages 11 to 17 in Scouts BSA.
- 15,400 young men and women ages 14 to 20 in Venturing and Sea Scouting.
- 30,870 young men and women ages 10 to 20 in Exploring career-based programs.
- 42,822 Scouting units representing partnerships and collaborations with businesses, community organizations, and agencies that support BSA programs.
- 52,180 boys and girls in elementary through high school who benefit from the character-education programs of Learning for Life.
- Boys and girls completed almost 2 million Adventures in Cub Scouting.
- Scouts earned more than 1.3 million merit badges in 2022.



MERIT BADGE SPONSORSHIP OPPORTUNITY

OVERVIEW:



We are excited to present a unique sponsorship opportunity that combines brand engagement with a meaningful impact on the future of America's youth. The Boy Scouts of America (BSA) program has been shaping young lives for over a century, instilling values, leadership skills, and a sense of community. We invite you to join us in this journey by becoming an exclusive sponsor of one of our 135+ merit badges.

Through our merit badge program, we offer Scouts the chance to explore diverse areas of interest, develop new skills, and cultivate a well-rounded perspective. Each merit badge represents an opportunity for personal growth, achievement, and help youth be **Prepared For Life.**



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MERIT BADGE EXPERIENCE:

Sponsoring a merit badge provides your brand with a direct avenue to engage with Scouts and their families. As a sponsor, you will have the unique privilege of associating your brand with a specific field of knowledge, whether it's environmental science, robotics, finance, or first aid. Your support will directly contribute to the expansion of Scouts' horizons and the cultivation of their passions.



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MERIT BADGE SPONSORSHIP BENEFITS:



- 1. Exclusive Brand Exposure:**
Your brand will be prominently featured on all materials related to the sponsored merit badge, including merit badge website, literature, online resources, and digital assets.
- 2. High Visibility:**
Gain exposure through our extensive network of Scouts, parents, volunteers, and community partners, reaching a diverse and engaged audience.
- 3. Positive Brand Association:**
Align your brand with the values of responsibility, leadership, and community service that the Boy Scouts of America represent.
- 4. Customized Engagement:**
Collaborate with BSA to create interactive experiences, online workshops, or events related to your sponsored merit badge, fostering meaningful connections with Scouts and their families.
- 5. Social Impact:**
Contribute to the growth and development of America's youth, helping them become well-rounded individuals who are prepared for life's challenges.



MERIT BADGES

A TO Z: *(click on each badge to learn more)*



[American Business](#)



[American Cultures](#)



[American Heritage](#)



[American Labor](#)



[Animal Science](#)



[Animation](#)



[Archaeology](#)



[Archery](#)



[Architecture](#)



[Art](#)



[Astronomy](#)



[Athletics](#)



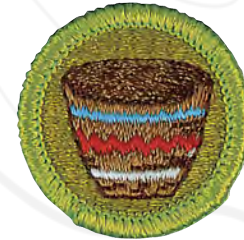
[Automotive Maintenance](#)



[Aviation](#)



[Backpacking](#)



[Basketry](#)



[Bird Study](#)



[Bugling](#)

MERIT BADGES

A TO Z: *(click on each badge to learn more)*



[Camping](#)



[Canoeing](#)



[Chemistry](#)



[Chess](#)



[Citizenship
in Society](#)



[Citizenship
in the
Community](#)



[Citizenship in
the Nation](#)



[Citizenship
in the World](#)



[Climbing](#)



[Coin
Collecting](#)



[Collections](#)



[Communication](#)



[Composite
Materials](#)



[Cooking](#)



[Crime
Prevention](#)



[Cycling](#)



[Dentistry](#)



[Digital
Technology](#)

MERIT BADGES

A TO Z: *(click on each badge to learn more)*



[Disabilities Awareness](#)



[Dog Care](#)



[Drafting](#)



[Electricity](#)



[Electronics](#)



[Emergency Preparedness](#)



[Energy](#)



[Engineering](#)



[Entrepreneurship](#)



[Environmental Science](#)



[Exploration](#)



[Family Life](#)



[Farm Mechanics](#)



[Fingerprinting](#)



[Fire Safety](#)



[First Aid](#)



[Fish & Wildlife Management](#)



[Fishing](#)

MERIT BADGES

A TO Z: *(click on each badge to learn more)*



[Fly Fishing](#)



[Forestry](#)



[Game Design](#)



[Gardening](#)



[Genealogy](#)



[Geocaching](#)



[Geology](#)



[Golf](#)



[Graphic Arts](#)



[Health Care Professions](#)



[Hiking](#)



[Home Repairs](#)



[Horsemanship](#)



[Indian Lore](#)



[Insect Study](#)



[Inventing](#)



[Journalism](#)



[Kayaking](#)

MERIT BADGES

A TO Z: *(click on each badge to learn more)*



[Landscape
Architecture](#)



[Law](#)



[Leatherwork](#)



[Lifesaving](#)



[Mammal
Study](#)



[Metalwork](#)



[Mining in
Society](#)



[Model Design
and Building](#)



[Motorboating](#)



[Moviemaking](#)



[Music](#)



[Nature](#)



[Nuclear
Science](#)



[Oceanography](#)



[Orienteering](#)



[Painting](#)



[Personal
Fitness](#)



[Personal
Management](#)

MERIT BADGES

A TO Z: *(click on each badge to learn more)*



[Pets](#)



[Photography](#)



[Pioneering](#)



[Plant
Science](#)



[Plumbing](#)



[Pottery](#)



[Programming](#)



[Public Health](#)



[Public Speaking](#)



[Pulp and
Paper](#)



[Radio](#)



[Railroading](#)



[Reading](#)



[Reptile and
Amphibian Study](#)



[Rifle Shooting](#)



[Robotics](#)



[Rowing](#)



[Safety](#)

MERIT BADGES

A TO Z: *(click on each badge to learn more)*



[Salesmanship](#)



[Scholarship](#)



[Scouting
Heritage](#)



[Scuba](#)



[Sculpture](#)



[Search and
Rescue](#)



[Shotgun
Shooting](#)



[Signs,
Signals, and
Codes](#)



[Skating](#)



[Small Boat
Sailing](#)



[Snow
Sports](#)



[Soil and Water
Conservation](#)



[Space
Exploration](#)



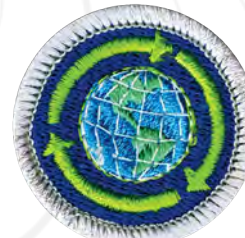
[Sports](#)



[Stamp
Collecting](#)



[Surveying](#)



[Sustainability](#)



[Swimming](#)

MERIT BADGES

A TO Z: *(click on each badge to learn more)*



[Textile](#)



[Theater](#)



[Traffic
Safety](#)



[Truck
Transportation](#)



[Veterinary
Medicine](#)



[Water Sports](#)



[Weather](#)



[Welding](#)



[Whitewater](#)



[Wilderness
Survival](#)



[Wood
Carving](#)



[Woodwork](#)

MERIT BADGE SPONSORSHIP IMPACT:

Impact on America's Youth

By sponsoring a merit badge, you are investing in the future of America. Your support enables us to continue offering transformative experiences that empower young minds, helping them develop the skills and values necessary to navigate an ever-changing world. Together, we can shape the next generation of leaders, innovators, and responsible citizens.



How to Get Involved

Join us on this incredible journey of shaping young lives and building a stronger America. We invite you to be a beacon of inspiration and guidance for the youth of America. By becoming a merit badge sponsor, you're not just investing in a program – you're investing in the future. Together, let's help Scouts "Be Prepared For Life."



Prepared. For Life.®

THE BSA LOOKS **FORWARD** TO A FUTURE WITH YOU.

Let's dream what the
future will look like when
we move forward **together**.

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