



BOY SCOUTS  
OF AMERICA®

NORTHERN NEW JERSEY COUNCIL

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**JOHN A. DESCH, Prepared.  
For Life. Event Chair**

*John Desch Associates*

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Executive Board, President,  
Northern New Jersey  
Council, Boy Scouts of  
America**

*Rock Moll Dental*

**REBECCA FIELDS,  
Scout Executive/CEO**

*Northern New Jersey Council,  
Boy Scouts of America*

BOY SCOUTS OF AMERICA  
NORTHERN NEW JERSEY COUNCIL  
25 Ramapo Valley Road  
Oakland, NJ 07436  
201-677-1000  
[www.nnjbsa.org/preparedforlife](http://www.nnjbsa.org/preparedforlife)

## Prepared. For Life. Annual Giving Campaign Event

Dear Friend of Scouting,

The Executive Board of the Northern New Jersey Council, Boy Scouts of America, cordially invites you to partner with us on our **Prepared. For Life. Annual Giving Campaign Event** celebration.

Since 1910, Scouting has shaped the lives of young people—helping them develop values, strength of character, citizenship, personal fitness, and leadership skills. The **Prepared. For Life. Annual Giving Campaign Event** is our festive way to acknowledge the impact of our local Scouting programs, experiences and activities that help all youth become the best version of themselves.

Our keynote speaker will be **Boomer Esiason**, former NFL Quarterback, Broadcaster and Host of Boomer and Gio on WFAN radio. Our Master of Ceremonies will be Karl Nelson, financial consultant and former offensive tackle for the New York Giants. This year's event will be Tuesday, September 15, 2020 from 6:00 pm to 9:30 pm at Westmount Country Club. The evening will include a VIP Meet and Greet reception, dinner and remarks from these two nationally-renowned sports leaders who are committed to making a difference in their communities.

Your partnership helps us build leaders of tomorrow and continues to impact the lives of more than 20,000 youth and their families through mission driven programs and experiences that support the Scout Oath and Law.

On behalf of our Scouts and their volunteers, we ask you to support the Northern New Jersey Council's good work within our local communities through a sponsorship, journal ad, event attendance, or a contribution. We depend on the support of donors like you.

Enclosed for your review are our partnership opportunities. Please feel free to contact Jennifer Tanis, Director of Development, Northern New Jersey Council, Boy Scouts of America at [Jennifer.Tanis@Scouting.org](mailto:Jennifer.Tanis@Scouting.org) or 201-677-1000 ex 51 with any questions.

We look forward to sharing a great night with our inspirational speakers and Friends of Scouting.

Warmest Regards,

Jack Desch, Event Chair  
Northern New Jersey Council, Boy Scouts of America  
**Prepared. For Life.**  
[nnjbsa.org/preparedforlife](http://nnjbsa.org/preparedforlife)

*"I am so glad to be a Scout. I have done so many amazing things from building my own pine wood derby car, to the day I bridged to Scout's BSA and to meeting mentors in my field of interest through exploring. All these experiences allowed me to build my confidence and leadership skills so I can be an influential and productive member of society. I know I will be **Prepared. For Life.**" Danny, Scout*



*Annual Giving Campaign Gala*  
6:00 PM to 7:00 PM: VIP Reception  
7:15 PM to 9:30 PM: Dinner and Program  
Westmount Country Club, Woodland Park, NJ

### Partnership Opportunities

**What:** **Prepared. For Life.** is Northern New Jersey, Boy Scouts of America's Annual Giving Campaign Gala. This mission-driven event brings together more than 600 business professionals, civic leaders, volunteers, innovators and Friends of Scouting who support the Scout Oath and Law.

The evening will include a VIP reception, dinner and remarks from two nationally renowned sports leaders who are committed to making a difference in their communities. Our keynote speaker will be **Boomer Esiason**, former NFL Quarterback, Broadcaster and Host of Boomer and Gio on WFAN radio, and Master of Ceremonies will be **Karl Nelson**, former offensive tackle for the New York Giants and Super Bowl broadcaster.

**Why:** **The Annual Giving Campaign Gala is our festive way to celebrate** the impact of our local Scouting programs, experiences and activities that help youth become the best version of themselves.

Your support of youth opportunities helps our Scouts **build strong relationships, develop social skills, a desire to learn, build a code of ethics and set goals.** The reason we can make change in the lives of more than **20,000 youth and their families** is through the commitment and investment of our volunteer leadership, corporate and community partners and Friends of Scouting through the **Prepared. For Life. Annual Giving Campaign Gala.**

**Value:** **As a partner of our Prepared. For Life. Annual Giving Campaign Gala you align with a well-known brand that is building the leaders of tomorrow.** On a local level, your support provides positive exposure within your community, as well as alignment with professional and community leaders. Your investment supports our movement that instills intelligence and confidence, and helps youth successfully stride towards a promising future.



## Sponsorship Opportunities

### □ Title Sponsor: \$50,000 (limit one)

- Company logo placement on website, social media platforms, press releases and email/newsletter communication council newsletter, event website and social media platforms
- Two premier tables of ten
- Twenty VIP reception tickets, meet and greet with Boomer Esiason
- Twenty autographed footballs
- Full page journal ad, inside cover
- Prominent logo placement as a Title Sponsor at event, includes signage and e-journal
- Acknowledgement in the event remarks
- Introduce Keynote
- Distribution of corporation materials at the event

### □ Platinum Sponsor: \$25,000 (limit two)

- Company logo placement on website, social media platforms, press releases and email/newsletter communication council newsletter, event website and social media platforms
- One premier table of ten
- Ten VIP reception tickets, meet and greet with Boomer Esiason
- Five autographed footballs
- Full page journal ad
- Prominent logo placement as a Platinum Sponsor at event, includes signage and e-journal
- Acknowledgement in the event remarks
- Distribution of corporation materials at the event

### □ Gold Sponsor: \$10,000 (limit ten)

- Company logo placement on website, social media platforms, press releases and email/newsletter communication council newsletter, event website and social media platforms
- One table of ten
- Five VIP reception tickets, meet and greet with Boomer Esiason
- Two autographed footballs
- Full page journal ad
- Prominent logo placement as a Gold Sponsor at the event, includes signage and e-journal
- Acknowledgement in the event remarks

### □ Silver Sponsor: \$7,500 (limit ten)

- One table of ten
- Four VIP reception tickets, meet and greet with Boomer Esiason
- Two autographed footballs
- Full page journal ad
- Logo placement as a Silver Sponsor at the event, includes signage and e-journal



**Bronze Sponsor: \$5,000 (limit ten)**

- One table of 10
- Two VIP reception tickets, meet and greet with Boomer Esiason
- One autographed football
- Half-page journal ad
- Logo placement as a Bronze Sponsor at the event, includes signage and e-journal

**Sustaining Sponsor: \$3,000**

- One table of eight
- Quarter page journal ad
- Logo placement as a Sustaining Sponsor at the event, includes signage and e-journal

**I would like to become a Sponsor of Prepared. For Life. Annual Giving Campaign Gala Sponsorship Level and Amount: \$ \_\_\_\_\_**

**Individual Ticket: \$250**

- One ticket to the event dinner and program

**Donations:**

- I am unable to attend, but I will contribute \$250 for a NNJCBSA Unit Leader or Scout to attend
- I am unable to attend, but I will contribute \$100 to help Scouts be the best version of themselves

Contact Name:			
Company/Organization:			
City:	State:	Zip:	
Phone:	Email:		

- Enclosed is a check payable to NNJBSA (25 Ramapo Valley Rd, P.O. Box 670, Oakland, NJ 07436)
- Make payment online at [nnjbsa.org/preparedforlife](http://nnjbsa.org/preparedforlife)
- Charge my credit card
- Text PFL 844.615.4269

Charge my:	Visa	MasterCard	Amex	Discover
Credit card #:	Expiration date:		V-Code:	
Name on card:	Signature:			

**Guest Names:** Please submit guests names to [Jennifer.Tanis@scouting.org](mailto:Jennifer.Tanis@scouting.org) by August 10, 2020

1.	4.	7.	10.
2.	5.	8.	
3.	6.	9.	

Please submit sponsorship request, ad journal art, and logo to [Jennifer.tanis@scouting.org](mailto:Jennifer.tanis@scouting.org) by August 3, 2020. For more information about the event call Jennifer Tanis, Director of Development at 201. 677.1000 ex 51 or visit us online at [nnjbsa.org/preparedforlife](http://nnjbsa.org/preparedforlife)



**Journal Ad Support Opportunities**

Journal ads will be published in the event program. All companies that purchase journal ad also will be recognized in the e-journal. Event program ads must be submitted to pdf or jpeg format by August 3, 2020.

**Journal Ads:** Submit full page ad in portrait and half-page, quarter page and business card in landscape layout.

- Full Page Ad: 8.5 (w) x 11 (h): \$1000
- Half Page Ad: 8.5 (w) x 5.5 (h): \$500
- Quarter Page Ad: 4.25(w) x 5.5 (h): \$375
- Business Card Ad: 3.5(w) x 2 (h): \$250

**Journal Total Amount:** \$ \_\_\_\_\_

**Donation:**

- I am unable to attend, but I will contribute \$250 for a NNJCBSA Unit Leader or Scout to attend
- I am unable to attend, but I will contribute \$100 to help Scouts be the best version of themselves

**Total Amount Enclosed:** \$ \_\_\_\_\_

- Enclosed is a check payable to NNJBSA (25 Ramapo Valley Road, P.O. Box 670 Oakland, NJ 07436)
- Make payment online at [njbsa.org/preparedforlife](http://njbsa.org/preparedforlife)
- Charge my credit card
- Text PFL to 844.615.4269

Name:			
Company/Organization:			
City:	State:	Zip:	
Phone:	Email:		

Charge my:	Visa	MasterCard	Amex	Discover
Credit card #:	Expiration date:		V-Code:	
Name on card:	Signature:			

For more information about attending, supporting or donating the event call Jennifer Tanis, Director of Development at [Jennifer.Tanis@scouting.org](mailto:Jennifer.Tanis@scouting.org) 201.677.1000 ex 51 or visit us online at [njbsa.org/preparedforlife](http://njbsa.org/preparedforlife).