

VENDOR PARTNER BENEFITS FROM CAMP CARD SALES



1. The vendor partner's commitment to helping young people enhances their image as a premier corporate citizen within the community.
2. The camp card increases store traffic that in turn increases sales, improves customer loyalty, and builds brand recognition throughout the community.
3. There is no up front cost to the vendor partner and the council covers the cost of producing and marketing the camp cards.
4. The one-time use snap-off tab can be tracked and will have an expiration date determined by the vendor partner. The multi-use tabs expand the time frame of their offer in order to increase sales.
5. Our program will concentrate on selling in neighborhoods, to family members, and business associates in order to expand the vendor partner customer base.
6. Scouts and Scout leaders in uniform will be an excellent sales team for marketing the vendor brand to the customers.
7. Vendor partners help youth (their future customers) earn their way to camp, teaching them brand loyalty and the importance of having strong values.
8. Vendors and Boy Scouts share the same value system: Helpful, Friendly, and Loyal.

Attendance at summer camp is the #1 reason Scouts stay active in Scouting. The longer Scouts stay active, the greater opportunity they have to learn life-changing values and skills, earn rank advancement and achieve the rank of Eagle Scout.

WHAT SCOUTS LEARN AT CAMP

SELF SUFFICIENCY - Being on their own.

PHYSICAL FITNESS - Getting outdoors and being active - fighting obesity.

SOCIAL and LIFE SKILLS - Working with Scouts from different districts and learning to appreciate opinions of others.

EDUCATION - Earning merit badges and advancements that can lead to life long interests/hobbies.

SETTING GOALS - Setting goals and completing them through merit badges and camp activities.

TEAMWORK - Making new friends and working in groups.

HEALTHY EATING and COOKING - Skills that teach Scouts good nutrition and how to help prepare meals at home.

PERSEVERANCE - Surviving a rigorous schedule of classes and activities through heat, rain, and other obstacles that **PREPARE THEM FOR LIFE.**



THANK YOU FOR YOUR SUPPORT!