



BOY SCOUTS OF AMERICA

Bass Pro Shops Partners with Boy Scouts of America for Summer Promotion

Bass Pro Shops is thrilled to partner with the Boy Scouts of America during our “Family Summer Camp” promotion, which runs in all retail stores from Jun 5 through July 11, 2010.

What is Family Summer Camp?

Family Summer Camp is in its second year and is a multi-faceted event created to give families the knowledge and ideas they need to maximize their enjoyment of the outdoors. The following are offered on Tuesdays, Thursdays, Saturdays and Sundays. Included are the following, and everything is *free!*

- Seminars for kids (suitable for ages 8 – 12) on subjects such as fishing, camping, plants and insects, archery, etc. Following the seminar, kids complete a worksheet and earn a lapel pin. Opportunities to try out youth bows, practice casting, and shooting air rifles are also available.
- Free crafts for kids, including painting plaster animal tracks, leather stamping, constructing and painting a birdhouse, etc. At the end of each day, families can enjoy making S’mores together over an open fire in front of the store.
- Families can take home a copy of our “Summer Fun Guide”, a 52 page magazine produced in conjunction with *Field and Stream* Magazine. It’s chock full of great information for families.
- On weekends, kids can have their photo taken for the cover of *Field and Stream* magazine and retrieve the finished photo from a special website.

What’s In It For The Boy Scouts?

This year, we’ve created a partnership through the national office of the Boy Scouts of America. The purpose of this partnership is to:

1. Increase awareness of Scouting in the community and grow the membership base;
2. Raise money for both the Council and the national office through a donation program; and
3. Offer merit badge classes to Scouts.

How Can Scouts Help?

Scouts Presence In Stores

Any time during Family Summer Camp (but particularly on weekends, when traffic is highest), Scouts are encouraged to be in the store to talk to customers, solicit membership and adult volunteers. Scouts are also encouraged to talk to customers about the donation program and encourage donations (as explained below.) A schedule can be worked out with store management. Bass Pro Shops will provide a covered, skirted table and chairs for the Scouts to use, and we’ll have in-store signage promoting the partnership.

Donation Program

During the calendar month of June, Bass Pro Shops will offer customers the opportunity to donate \$2 or \$5 to the Boy Scouts of America at our cash registers. This donation will also enter the customer into a drawing for a \$500, \$250 or \$100 Bass Pro Shops gift card if the customer completes their information on the donation form.

At the end of the month, fifty percent (50%) of the money collected will be sent to the national office and the other 50% will be given to the local Council. When Scouts are present in the store, they are encouraged to talk about this fundraising opportunity with customers so they already know what it's about when they get to the register. Cashiers will also ask customers, "would you like to donate \$2 to the BSA today and be entered to win a \$500 BPS gift card?"

Merit Badge Classes

Bass Pro Shops is uniquely qualified to teach several merit badge classes. This year, we have chosen Fishing and Rifle Shooting. Each store is to select 2 (or more) Associates to become certified as merit badge counselors. We appreciate your assistance in this certification process.

We have ordered a supply of the "blue cards" that are used for counselors to sign off on the classes they teach. The only part of Fishing that we will not be able to fulfill is the last step of actually going fishing. For the Rifle Shooting badge, we're using the air rifle option.

Classes are taught on Thursdays and Saturdays at the stores at 7pm according to the following schedule:

Saturday, June 5	Fishing
Thursday, June 10	Rifle Shooting
Saturday, June 12	Rifle Shooting
Thursday, June 17	Fishing
Saturday, June 19	Fishing
Thursday, June 24	Rifle Shooting
Saturday, June 26	Rifle Shooting
Thursday, July 1	Fishing
Saturday, July 3	Fishing
Thursday, July 8	Rifle Shooting
Saturday, July 10	Rifle Shooting

Class size will be limited to 10 Scouts, so pre-registration is necessary. Scouts can register at Customer Service or can call the store and register over the phone.

Advertising Support

This partnership is being supported with national advertising and has been approved by your national office. You may receive correspondence from them about it, too.

Bass Pro's national advertising includes television, direct mail, in-store signs, a website and e-mail campaign to BPS customers, and a mention on Twitter to BPS followers.

All of us at Bass Pro Shops are excited about this new partnership and are committed to making it successful not only this year, but for years to come. We look forward to working with you on it.