



SCOUTING WORKS

Marketing, Media and Sales Opportunities with the Boy Scouts of America

Put your brand in front of America's Youth! With over 2.7 million members, 1 million adult volunteers, over 50 million living alumni, and 1,000 properties across the US, we're the largest youth-serving organization in the country. In addition to media, our integrated marketing platform offers five additional areas of engagement to better help your brand reach our market:

EVENTS

Place your brand front and center at one of the BSA's national, regional or local, high-energy, youth-centered events, or reach Scouting professionals and adults at one of our yearly conferences.

PROPERTIES

Sponsor specific venues, activities, and experience these life-changing outings. Our four National High Adventure Bases and over 1,000 local properties throughout North America are used to build character, confidence, and camaraderie.

PROGRAMS

Our advancement, humanitarian, outdoor, and educational programs reach young people in a positive, meaningful way. From sponsoring a merit badge to leading a STEM initiative, there's opportunities for program-related partnerships are at every level of Scouting.

LICENSING

We offer a robust licensing program that reaches millions of American youth and families, repeatedly earning us a spot as one of the top 150 global licensors according to License! Global magazine.

SALES

The BSA's comprehensive, multi-channel sales platform, opens up immediate opportunities for brands to increase revenue and reach America's youth through both nationwide and hyper-local distribution. Additionally, brands have an opportunity to partner with the us to drive sales in third-party channels such as traditional retailers and e-commerce through marketing campaigns and promotions.

Learn More: Email scoutingworks@scouting.org, visit scoutingworks.com, or contact your Regional Manager to learn more about these opportunities.