



ADVENTURE EXPO  
& PARTNERSHIP  
OPPORTUNITIES

JULY 29 - AUGUST 3, 2024



BOY SCOUTS OF AMERICA®  
ORDER OF THE ARROW



# 6 DAYS · 6,000 ATTENDEES

The National Order of the Arrow Conference (NOAC) is the flagship national Order of the Arrow event. It is held every two years at a major university campus and is attended by as many as 8,000 youth Scouts and adult Scouters from all 50 states. It is second only to the BSA National Jamboree in size and scope. Our largest conference was in 2015, attended by more than 15,000 Arrowmen to commemorate the 100th anniversary of the Order of the Arrow.

## JULY 29 - AUGUST 3, 2024





# BE A PART OF THE ENERGY

Connect with a passionate and vibrant community as a sponsor at the NOAC. This is a unique opportunity to align your brand with a celebration of leadership, adventure, and service. Tap into the energy of thousands of young, motivated individuals from all over the country who are making a difference in their communities. Engage directly with these attendees, and showcase your products, services, or initiatives on a dynamic platform that reaches far beyond the conference itself.

## UNIVERSITY OF COLORADO BOULDER



# EXPERIENCES

Discover a world of engagement through our Experience Sponsorships at NOAC. These unique opportunities allow you to enhance the attendee experience while maximizing brand visibility.

There's a multitude of ways for your brand to make a lasting impact. These experiences not only enrich the conference but also create touchpoints for your brand that resonate long after the event concludes.

Dive into the experiences, foster connections, and make a meaningful difference at NOAC.

# SHOWS \$10k - \$50k

Experience the limelight with our Show Sponsorships at NOAC. Your brand can take center stage, gaining high visibility and recognition throughout the much-anticipated nightly events, ranging from staff nights to thematic closing shows.

Weeklong	<b>Shows Naming Rights: \$50k</b>
Sunday	<b>Staff Night: \$10k</b>
Monday	<b>Opening Show: \$25k</b>
Tuesday	<b>Awards Recognition Show: \$15k</b>
Wednesday	<b>Mission of the OA Show: \$15k</b>
Thursday	<b>No Show, Conference Extravaganza</b>
Friday	<b>Closing Show: \$35k</b>



## **FESTIVAL** \$10k - \$50k

Conference Festival: \$50k

Entertainment: \$15k

10x10 Canopies: \$20k

Inflatables: \$10k

Food Truck Rally: \$5k

Meal/Dining Experience: \$20k



## **DYNAMICS** \$25k - \$100k

Remote Delegate Experience: \$50k

Conference Wide Game: \$30k - \$100k

5K & Triathlon Races: \$25k

Bracketed Team Sports Competitions: \$15k

Healthy Living: \$10k

OA Warrior Event: \$25k

Service Project: \$25k

Conference Extravaganza: \$50k - \$75k

Escape Rooms Naming Rights: \$50k or \$5k/room



# LOCATIONS + TECHNOLOGY + PARAPHERNALIA

Boost your brand at the National Order of the Arrow Conference by integrating physical and digital experiences.

Feature your brand prominently at NOAC's prime locations, including Adventure Central and Affinity Spaces. Enhance your digital presence with our conference App and Wi-Fi, ensuring a complete brand experience. Become an integral part of NOAC with exclusive sponsorship options.

Place your brand directly with delegates and staff via SWAG bags, programs, and more, creating enduring connections within NOAC's community.



## LOCATIONS \$10k - \$50k

Adventure Central Sponsorships

Adventure Central Naming: \$50k

Adventure Expo: \$15k

STEM Adventures: \$10k

STEM Robotics/Welding: \$25k

Adventure Activities: \$25k

Offsite Kayaking + Canoeing Adventure: TBD

BMX Track: \$50k

Skateboard Park: \$50k

Affinity Spaces (DEI) Sponsorships

LGBTQ+: \$10k

Scouts of Color: \$10k

Scouts with Disabilities: \$10k

Women in Scouting: \$10k

Conservation & Sustainability Village Sponsorships

C&S Village Naming: \$50k

High Adventure: \$10k

Outdoor Conservation: \$10k

Sustainable Living: \$10k

Outdoor Ethics: \$10k

Facilities Sponsorships

Official Patch Trading Area: \$5k

Goodman/Edson Observatory OA Museum: \$30k

Flatirons Hike: \$12k

Goodman Open Golf Tournament Naming: \$25k

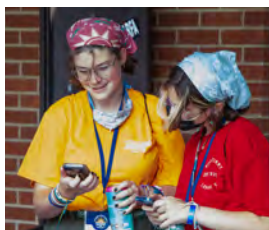
Medical Facilities: \$50k

## TECHNOLOGY \$5k - 30k

**Event App + Wi-Fi Access Sponsorship: \$30k**  
Includes splash screen branding, tile ads, banner ads, and push notifications

**STEM Hackathon: \$10k**

**Gaming Center: \$5k**



## SWAG \$10k - \$50k

**Check-in Bag: \$10k or DE\***

**Aluminum Water Bottle: \$25k or DE\***

**Merchandise Coupons: Donation only**

**Check-in Bag Product Donations: Donation only**

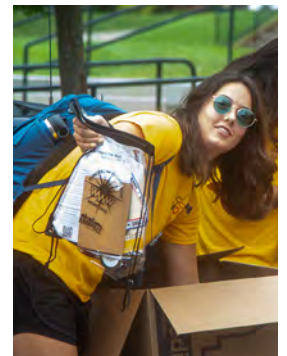
**Printed Guide (Map/Schedule): \$10k - \$15k**

**Credentials + Lanyard: \$25k**

**Guest Speakers: \$5k - \$10k**

**Branded Staff Apparel: \$40k or DE\***

DE\* indicates an opportunity for your brand to donate the materials directly at your cost instead of making a cash donation. Inquire for specifics.



# SPONSORSHIP PACKAGES

		Platinum \$100k+	Gold \$50k+
<b>CONFERENCE PRESENCE</b>	Exhibitor booth fees waived	✓	✓
	Registration packet insert	Full Page	Half Page
	Extra point values in Conference Wide Game	Tier 1	Tier 2
	Logo attached to all NOAC marketing	✓	—
<b>ONSITE SIGNAGE</b>	Branded sponsor recognition signage at booth or exhibit area	✓	✓
	Sponsored activity signage	✓	✓
<b>SPEAKING OPPORTUNITY</b>	Targeted opportunity to speak before one of the many relevant audiences at event	✓	—
	Stage time in Adventure Expo	✓	✓
<b>SHOWS</b>	Spot aired during live show	:60 spot	:30 spot
	VIP seating tickets in sponsor section	✓	✓
<b>REMOTE DELEGATE AIRTIME</b>	Spot run between live video segments	:60 spot	:30 spot
	Live segments recorded from sponsor exhibit	✓	✓
	Live interview during pre-show broadcast	✓	—
<b>SOCIAL</b>	Posts highlighting the brand	3 posts: pre, during and post event	1 post, either: pre, during or post event
	Live events from sponsor exhibit or during expo stage speaking opportunity	✓	—
	Tagged in sponsor recognition post	✓	✓
<b>APP</b>	In-feed tile ads and digital banner ad	✓	✓
	Inclusion in exhibitor/sponsor directory	✓	✓
	Inclusion in Expo stage schedule	✓	✓
	Push notifications	✓	—
	Branded pin on map	✓	—
<b>WEB</b>	NOAC event page sponsor recognition	✓	✓
	Banner ad on event page	✓	✓
<b>VIDEO</b>	Custom video by BSA video production team	Collaboration	Brand Copy
<b>PRINT</b>	Ad in Scout Life Magazine (600k readers)	Full Page	Half Page
<b>DIGITAL</b>	Scouting Magazine app, ScoutingMagazine.org, Scout Life app, & ScoutLifeMagazine.org	200k impressions	100k impressions
<b>AARON ON SCOUTING BLOG POST</b>	Highlighted article in Aaron on Scouting blog 12k subscribers for dedicated daily email blasts; 10k daily views	✓	—
<b>SCOUTING WIRE</b>	Featured in two newsletters: Scouts BSA Parent newsletter (241k+ subs) Volunteer newsletter (600k+ subs)	✓	—
<b>PR</b>	Press release thanking the brand for supporting Scouting, including quote from key BSA leadership	✓	—



Silver \$25k+	Bronze \$10k+
✓	✓
Quarter Page	✗
Tier 3	Tier 4
✗	✗
✓	✓
✓	✓
✗	✗
✓	✗
✗	✗
✓	✓
:30 spot	✗
✗	✗
✗	✗
1 post, either: pre, during or post event	✗
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# EXHIBITOR OPTIONS

**10' BY 20' SPACE**  
\$3,500

**10' BY 10' SPACE**  
\$2,000

Additional sizes available upon request.



Photos from previous events are representative only. Venue, booth arrangement, signage and other details vary from event to event. Photos of previous vendors does not imply endorsement.

**TOURNAMENT CHAMPIONS**  
1980 1996 2008  
1985 1998 2010  
1988 1999 2011  
1989 2000 2012  
1992 2003 2013  
1994 2006

**CHAMPIONS**  
1980 1999 2010  
1985 2000 2011  
1991 2001 2013  
1993 2002 2015  
1994 2003  
1995 2004  
1998 2007

Standing out  
Standing out





TOURNAMENT  
CHAMPIONS  
1936  
1941  
1943  
1979  
2022

CHAMPIONS  
1936 2000  
1941 2008  
1943 2018  
1967  
1972  
1977  
1982

FIRST HORIZON

outside the fire  
outside the fire

# LEARN MORE

Sponsorship packages can be customized to maximize your brand impact and ROI. Let's talk!

Kristen Garcia | Corporate Engagement  
NOAC • National Scout Jamboree • SBR  
BOY SCOUTS OF AMERICA

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