



National Capital
Area Council, BSA

9th Annual Prepared. For Life. Gala

September 10th, 2024

JW Marriott | Washington, DC

SPONSORSHIP PACKAGES
AND OPPORTUNITIES



Message from the Council Leadership

Scouting prepares youth for a life of leadership by giving them the skills needed to act responsibly and lead by example, which increases self-confidence, character, and integrity. Studies have revealed that youth involved in Scouting are more likely to have positive character attributes and choose to help others than those youth not involved in Scouting.

The NCAC is committed to providing a program that addresses the important elements of healthy youth development. Encouraging youth to experience the outdoors and being active are essential components to this development. Camping and program activities are more than just a chance to have fun, they also offer Scouts the opportunity to participate in physically and intellectually challenging activities. Our program creates a desire for Scouts to learn, try new activities, and foster new friendships.

Scouting Benefits Youth, Families, and Communities as a result of:

- Character growth through moral strength and ethical behavior;
- Physical, mental, and emotional fitness;
- Leadership advancement and experience;
- Skills acquisition and development;
- Identity through being part of a group and contributing to a worthy cause;
- Fellowship;
- Citizenship through service to others.



**COUNCIL PRESIDENT
MORGAN H. SULLIVAN**



**COUNCIL COMMISSIONER
JOSEPH A. ENGELBRECHT JR.**



**SCOUT EXECUTIVE/CEO
MARIO A. PÉREZ**

TABLE OF CONTENTS

NCAC BSA Vision:

About the Prepared for Life Gala.....	Page 4
Why Sponsor?.....	Page 5, 6
Why Support NCAC?.....	Page 7
How Do Your Funds Make A Difference.....	Page 8
Previous Award Recipients.....	Page 9
2024 Prepared for Life Gala Awards Committee.....	Page 10
Testimonials.....	Page 11
Sponsorship Opportunities.....	Page 12
Sponsorship Form.....	Page 13



About the Prepared. For Life. Gala

Each year the gala honors individuals that have made impactful contributions to the local community, linking how Scouting trains youth today so that they can become future skilled leaders capable of taking on similar challenges.

Awards being presented this year:

- Citizen of the Year
- Hospitality Good Scout Award
- Energy Good Scout Award
- Economic Good Scout Award
- Transportation Good Scout Award
- Baden Powell Award
- John H Graham IV Association Executive Award



Why Sponsor The Event?

Sponsoring the Prepared. For Life. Gala ensures your organization gains visibility among influential figures in key sectors like business, healthcare, energy, and community service, fostering valuable connections and partnerships.

This exposure not only elevates your brand's presence but also aligns it with the ethos of supporting initiatives that prepare individuals for success, enhancing your reputation as a socially responsible entity. Ultimately, sponsoring the Gala cultivates a platform for networking, reputation building, and contributing to this meaningful cause, yielding long-term benefits for your organization's growth and impact.



Notable Sponsors

Each year we are grateful to have a strong list of sponsors who help us achieve our fundraising goals:

- The Forster Family Foundation
- American Clean Power Association
- American Society of Association Executives (ASAE)
- Berkshire Hathaway Energy
- JLL
- Truist
- American Beverage Association
- American Forest & Paper Association
- American Hotel Association
- BGR Group
- Edison Electric Institute
- Fierce Government Relations
- Giant Foods
- Holland & Knight Law Firm
- National Grocers Association
- The Vinyl Institute
- American Wood Council
- Household and Commercial Products Association
- National Association of Wholesalers
- Weis Markets
- LAI Video
- National Beer Wholesalers Association
- Wine Institute



Why Support the National Capital Area Council, BSA?

Donating to the National Capital Area Council for Boy Scouts empowers youth with essential life skills, leadership development, and outdoor experiences, shaping them into responsible citizens and future leaders.

Your contribution directly supports programs that instill values of integrity, service, and self-reliance, ensuring that every scout has the opportunity to thrive and make positive contributions to their communities. By investing in the Boy Scouts, you are investing in the character and potential of young individuals, fostering a brighter future for society as a whole.



How Do Your Funds Make A Difference?

\$30K pays for NCAC's Pinewood Derby.

\$20K will cover the cost of summer camp t-shirts for 1,100 campers.

\$10K will cover the cost of 285 Eagle Kits.

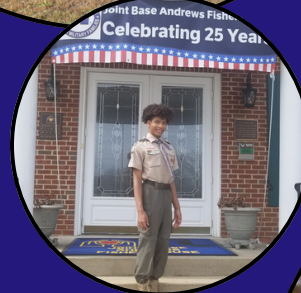
\$5K covers the fees for 30 Scouts for the YEAR!

\$2,500 lets 5 Scouts attend a week at Goshen Scout Reservation.

\$1,500 sends 5 Scouts to National Youth Leadership Training.

\$1K helps to sponsor 5 Cub Scouts to attend a week at Cub Scout Camp.

*Please note, funds raised from this event will be added to our operating fund. Specific allocations will be made based on the needs of various programs.



Past Award Honorees

2023 RECIPIENTS

- **Citizen of the Year:**

Chairman Glenn “GT” Thompson, House Committee on Agriculture, U.S. House of Representatives

- **John H. Graham IV Association Executive Award:**

Heidi Brock, President & CEO, American Forest & Paper Association

- **Hospitality Good Scout Honoree:**

Chip Rogers, President and CEO, American Hotel & Lodging Association

- **Energy Good Scout Honoree:**

Jason Grumet, CEO, American Clean Power Association

- **Baden Powell Volunteer Award:**

Corey & Bethany Clemmons, Cubmaster/Volunteers Pack 1758

2022

- Steve Caldeira, President & CEO of Household & Commercial Products Association
- Matt Shay, President & CEO of the National Retail Federation
- Maria Korsnick, President & CEO of the Nuclear Energy Institute
- General David Rodriguez

2021

- Roger Dow, President & CEO of the U.S. Travel Association
- Greg Ferrara, President & CEO of the National Grocers Association
- Karen Alderman Harbert, President & CEO of the American Gas Association
- Holly Sullivan, Vice President of WW Economic Development with Amazon
- Matthew Jones, President & CEO Of Leading Authorities, Inc

2020

- Dr. Anthony Fauci, Director of the National Institute of Allergy and Infectious Diseases
- Thomas Kuhn, President of EEI
- Katherine Lugar, President & CEO of the American Beverage Association
- Mike Sommers, President & CEO of the American Petroleum Institute
- Dr. J. Stephen Jones President and CEO of Inova Health System

2019

- Andrew Wheeler, Administrator, Environmental Protection Agency
- Charlie Tate, Partner, Tate & Tryon
- Leslie Sarasin, President & CEO, Food Marketing Institute

2018

- Dave McCurdy, President, The American Gas Association
- Samuel Schreiber, President, Chain Bridge Bank
- Greg O'Dell, President & CEO, Events DC

2017

- Thomas R. Kuhn, President, The Edison Electric Institute
- Kenneth E. Bentsen, Jr., President, The Global Financial Markets Association
- Thomas J. Baltimore, Jr., Chairman, President and Chief Executive Officer, Park Hotels & Resorts

2016

- Jack Gerard, President & CEO, API
- Dan O'Neill, President Mid Atlantic Division, SunTrust
- Stephen J. Caldeira, President & CEO, The Household & Commercial Products Association

Meet Our Committee

Get to know the team that makes the Gala happen



GREG FERRARA

Executive Director of the
National Grocers Association
Co-Event Chair



NED MONROE

President and CEO of the
Vinyl Institute
Co-Event Chair



BOBBY BURCHFIELD

Adjunct Professor of Law
Committee Member



MIMI GEERGES

C-SPAN Host & Commentator
Committee Member



GENE (TI) IRISARI

VP of Public Affairs at Samsung
Committee Member



HON. ANDREW WHEELER

Partner at Holland & Hart, LLP
Committee Member



BOB WOOD

Chairman and CEO of the BGR Group
Committee Member



LEE MURCOCH

Chief Operating Officer
NCAC, BSA | Committee Member



ALISSA DEAVER

Director of Special Fundraising Events,
NCAC, BSA | Committee Member

Last year I had the honor of serving as the Lodge Chief of the Amangamek-Wipit Lodge, the largest Order of the Arrow Lodge in the nation, to serve and represent over four-thousand of my fellow Scouts and Scouters in NCAC. One of my favorite stories to tell of my own journey along the trail—one that truly defines what it means to be in the world of Scouting—originates at our very own Goshen Scout Reservation.



"As we celebrate these 11 Scouts today," explained their Den Leader, Marjorie McDonald, at the ceremony, "we know these Scouts are our future and can tell you our future is bright! It has been an honor for Christina and I to lead these Scouts, but perhaps they were leading us and we didn't even know it.... Watch out world here they come!"



I've received the Distinguished Eagle Scout Award, dozens of Scouting recognitions from campfire to Boardroom, a whole bunch of those square knots, and a 50-year membership pin . . . and frankly, all of that is secondary to my Eagle Scout badge!



Over the past year, we've all been forced to learn a lot: whether about proper mask wearing techniques, or what "social distancing" is, or how coronavirus spike proteins work. But perhaps the most important thing that we've been pushed to collectively learn is how, in a moment of upheaval, we close in on the things that really matter to us.

Anthony, 1 of 3 brothers to make Eagle Scout at the same time said, "The Scouting journey is like nothing else. It's more than just earning Eagle Scout and 139 merit badges." He wanted to say that he accomplished this goal but he emphasized that, "The Scouting journey has been a beautiful thing to do because you meet so many great people and go to so many fun places. There is nothing like it. Scouting is the greatest thing known to man! Scouting is a brotherhood with such great people who help each other as if they are their own family."

Linda, a STEM/Scout BSA | "STEM and Scouting have always gone together. As Scouts we learn orienteering, how to build a fire and a shelter, and how to render medical aid. We become confident scientists and mathematicians without even realizing it. And with the development of STEM Scouts and the NOVA awards program, Scouts can gain an even deeper understanding of the world around us and the science beneath the surface."



Testimonials

SPONSORSHIP LEVELS AND BENEFITS | What your chosen sponsorship package gets you

SPONSORSHIP LEVELS	EXCLUSIVE CO-BRANDING LOGO ON PHOTOBOOTH PHOTOS & OPPORTUNITY FOR CEO/ TO SPEAK	COCKTAIL RECEPTION	RESERVED TABLE OF 8 FOR DINNER	VALET PARKING VOUCHERS	VIP RECEPTION	PROGRAM AD	LOGO & HYPER-LINK ON THE WEBSITE	SPECIAL GUEST SEATED AT TABLE	COMPANY SIGNAGE ON TABLE	VERBAL RECOGNITION FROM STAGE	GALA CHALLENGE COIN	GALA SWAG BAG	GALA GLASSWARE
PRESENTING EAGLE \$30K 1 AVAILABLE	✓	✓	2 TABLES (16 TICKETS) PREMIER PLUS 8 TICKETS GIVEN TO SCOUTS	✓ 8	✓ 16	FEATURED FULL PAGE	✓	✓	✓	✓	✓	✓	✓
GOLD EAGLE \$20K 4 AVAILABLE		✓	2 TABLES (16 TICKETS) PREMIER + 2 TICKETS GIVEN TO SCOUTS	✓ 8	✓ 16	FULL PAGE	✓	✓	✓	✓	✓	✓	✓
SILVER EAGLE \$10K 15 AVAILABLE		✓	8 TICKETS	✓ 2	✓ 8	1/2 PAGE	✓		✓	✓	✓	✓	✓
BRONZE EAGLE \$5K 15 AVAILABLE		✓	2 TICKETS		✓ 2	1/2 PAGE	✓		✓			✓	✓
EAGLE \$2,500K Please Choose; Cordial/Bar (2), Decor (10), Swag Bag (2), Glassware (4), Valet (4) & Entertainment Sponsors(4)		✓	1 TICKET		✓ 1	1/4 PAGE	✓		✓			✓	✓
STAR \$1,250K		✓	1 TICKET		✓ 1							✓	✓
1ST CLASS \$750		✓	1 TICKET										✓
TENDERFOOT \$500			1 TICKET										✓
RISING STAR \$250 Young Professionals Ticket Under 30 only			1 TICKET										✓
Full Peak (Advertising Only) \$3,000						FULL PAGE	✓						
Half Peak (Advertising Only) \$2,000						1/2 PAGE	✓						
Quarter Peak (Advertising Only) \$1,250						1/4 PAGE	✓						

Gala Sponsorship Registration Form

DONOR INFORMATION: Is this a COMPANY GIFT or a PERSONAL GIFT?

Please list me/us by (check one): Name Company Anonymous

Point of Contact Name: _____

Company Name (if applicable): _____

Title (if applicable): _____

Street Address: _____

City: _____ State: _____ Zip Code: _____

Cell Phone #: _____

Were you referred by a committee member? If yes, please list name here: _____

Payment Options:

- Pay Online: www.NCACBSA.org/Annual-Gala
I would like to cover the 3% credit card fee ___ Yes ___ No
- Credit Card
I would like to cover the 3% credit card fee ___ Yes ___ No
- Check Enclosed
Please make check payable to National Capital Area Council
- Please send an invoice to the address above.

Please return completed form via email to:
alissa.deaver@scouting.org
OR MAIL TO:
National Capital Area Council
Attn: Gala
9190 Rockville Pike
Bethesda, MD 20814
Phone: 301.214.9138

National Capital Area Council is a 501(c)(3) not-for-profit organization
OUR FEDERAL TAX ID # IS 53-0204610

SPONSORSHIP LEVELS

Please choose your sponsorship level:

Presenting Eagle | \$30K
1 available

Gold Eagle | \$20K
4 available

Silver Eagle | \$10K
15 available

Bronze Eagle | \$5K
15 available

**Eagle | \$2,500K
See details below

Star | \$1,250

1st Class | \$750

Tenderfoot | \$500

Rising Star | \$250

ADVERTISING ONLY

- Quarter Peak | \$1,250
- Half Peak | \$2K
- Full Peak | \$3K

If selecting **Eagle Sponsorship Level (\$2,500) please select which event component you would like to sponsor:

- Cordial/Bar Sponsor | Recognition on signage at the bars
- Decor Sponsor | Poster signage near decor highlights
- Swag Bag Sponsor | Recognition on swag bag
- Glassware Sponsor | Recognition on signage on the glassware table
- Valet Parking Sponsor | Signage near valet booth
- Entertainment Sponsor | Poster signage near the entertainment