

Become a Merit Badge Sponsor.

What is a Merit Badge?

Merit Badges give Scouts the opportunity to learn more about sports, crafts, science, trades, business, and spark interest in future careers. By working with a Merit Badge Counselor, Scouts can complete requirements towards 135 different merit badges!

Why Become a Sponsor?

Merit Badges Teach Real Skills

Some merit badges develop interest in a hobby, some help spark curiosity about a potential career path, and some are focused on helping Scouts grow into the best version of themselves.

Invest in Your Community's Youth

Your sponsorship in the Scouting program is an investment in your local youth and community. All funds remain in Pathway to Adventure Council, making a difference here.

Opportunity to Host a Merit Badge

There's a good chance you are passionate about the skills taught in your chosen merit badge. By working with our council, you can host your very own Merit Badge Workshop!



Merit Badges Earned in 2023

Personal Development **3,701**

Public Service **1,967**

Business & Industry **256**

Professions, Trades, & Transportation **1,190**

Communications **513**

Natural & Physical Science **1,488**

Arts & Craftsmanship **1,196**

Agribusiness & Conservation **987**

Sports & Hobbies **4,709**



There are 135 merit badges and 14 are required to become an Eagle Scout.

Host Your Own Merit Badge Workshop!

You and your staff can become merit badge counselors, allowing you to host a merit badge workshop so Scouts can complete requirements needed to earn that badge!

Sponsor Levels:

Eagle Required Merit Badge Sponsorship

Non-Exclusive Sponsorship: \$5,000

Exclusive Sponsorship: \$10,000

Elective Merit Badge Sponsorship

Non-Exclusive Sponsorship: \$2,500

Exclusive Sponsorship: \$5,000

What's Included?

Non-Exclusive

- Copy of chosen Merit Badge Book
- Company Name/Logo on a Merit Badge Sponsor Signage at our Council-Wide Events.
- Company Name/Logo recognition on our Council Merit Badge Sponsor webpage.
- Company Name/Logo announced once in our Monthly Newsletter.
- Optional opportunity to host a Merit Badge Workshop at your business with free onsite Merit Badge Counselor training provided to your employees.

Exclusive

- Everything included with the Non-Exclusive Sponsorship.
- Exclusive Sponsorship of chosen Merit Badge.
- Framed Certificate with Merit Badge Patch to display at your business.
- Option to host a table at our council-wide Merit Badge College event.
- Table at our Youth Recognition Event.
- If badge is offered at Summer Camp, signage with your Company Name/Logo will be present in the badge's classroom.
- Social Media Post with your Company Name/Logo to recognize your sponsorship.
- Access to the PTAC Career Corner in our Monthly Newsletter.

Council Statistics:

- Visibility to over 10,000 Scouting families and 5,400 Adult Volunteers
- 12 Monthly Newsletters, 55% open rate, sent to 10k
- 5K Facebook followers and a reach of 11K
- 9K monthly website views
- 4,240 attendees to summer camp (3,066 Scouts)
- 16,007 Merit Badges earned in 2023