



100 YEARS
*Celebrating the Adventure * Continuing the Journey*
OF SCOUTING

**Greater Alabama Council
Scout Unit Award for Marketing Excellence**

The Greater Alabama Council, Boy Scouts of America Marketing Committee is proud to announce the Fourth Annual Scout Unit Marketing Excellence Award. This contest is designed to recognize Scouts, Leaders and Scout Units for promoting their local Scouting activities, programs, service projects and successes during our 100th Anniversary.

A select group of marketing individuals will judge the entries, and the winners will be awarded 1st, 2nd and 3rd places in several categories. The overall best entry will be awarded the prestigious "Chairman's Award."

The contest begins in January 2010 and will run through December 10, 2010. All Cub Scout Packs, Boy Scout Troops, Exploring Posts and Venturing Crews are eligible to participate. Categories include: Best Media Scrapbook (unit & district levels), Best Unit WebPages and Best Unit Newsletter.

Awards will include recognition at the Council Annual Recognition Reception in 2011 and units have the opportunity to win great recognition and camperships for their Scouts.

The criteria used for the contest are as follows:

- Volume of Media is important.
- Marketing of local Scouting programs other than media coverage is also important.
- Units should have written marketing plans and submit it, if submitting a scrapbook.
- Community good turn projects should be included in the unit marketing plan.
- Creative ways to market your local Scouting program are encouraged.
- The unit committee should oversee the organization of this project and highlight the work of the local Scouts using the other criteria in the contest.
- Units should plan to submit their entries into the Greater Alabama Council Headquarters located at 516 Liberty Park, Birmingham Alabama, 35242 by December 10, 2010 to be considered for the contest.
- Make sure each entry has the following on the outside of the entry:
 - Unit Marketing Award Entry Form
 - Unit Information
 - Chartered Organization Name
 - District Name
 - A brief description of the entry
 - Contact name, phone, and email in case of questions from the judges

Entry forms will be available at the council service centers, Roundtables, district and council events and on the website at www.1bsa.org - also see reverse side of this form.

Should you have questions, contact Tim Cooper, Scout Executive, at 1-888-490-8955 or tcooper@1bsa.org.