



2025 SPONSORSHIP INFORMATION



WWW.CAPITOLAREAScouting.org/speedfest



A MESSAGE FROM THE CHAIR



Scouting has a tremendously positive impact on communities in the 15 Central Texas counties served by Scouting America Capitol Area Council. Nationally, the program has developed young leaders of character, integrity, and service for more than 115 years. Youth need Scouting now more than ever, with opportunities to challenge themselves, learn to work as a team with their peers, develop friendships, gain confidence in their knowledge and abilities, and most importantly, have FUN!

On November 8, 2025, Scouting in Central Texas will host Scouturday Speedfest. This racing-themed event will take place at the world-renowned Circuit of the Americas, offering new and returning Scouts and their families a day of fun and

engaging activities - including the Pinewood Derby, one of the most well-known Scouting traditions. We will also welcome families who are not yet in Scouting and give them the opportunity to join our program through a local unit close to their home.

I am asking for your support as a sponsor of this important event. Your sponsorship will help ensure that Scouting America can continue to offer life-changing experiences to our youth. In the enclosed materials, you'll find detail about the sponsorship levels, the benefits of sponsorship, and how your involvement can make a significant difference in furthering the mission of Scouting.

By supporting Scouturday Speedfest, you are investing in the future of our community. Together, we can help foster a new generation of citizens who are prepared to lead with courage and compassion.

Thank you for consideration. I look forward to working with you to make this event a resounding success.

Yours in Scouting,

Joel Holst
Chair, 2025 Scouturday Speedfest



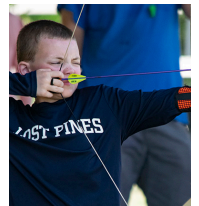


THE MISSION

For more than 100 years, Scouting has prepared boys and girls ages 6-20 to become responsible, participating citizens and leaders guided by the Scout Oath and Law. Scouting offers exciting programs designed to inspire, build character, and instill the values necessary to succeed.

The Capitol Area Council is the local nonprofit organization providing support, training, and corporate governance to Scouting programs operating within 15 Central Texas counties. We own and operate seven camping properties as well as the Frank Fickett Scout Training and Service Center.

We partner with schools, PTAs/PTOs, service clubs, local agencies, and more to offer programs proven to foster and strengthen self-confidence, ethics, respect for others, academic skills, and leadership abilities that last a lifetime.



THE EVENT

Scouturday Speedfest is the celebration of our 2025 "Race into Scouting" membership campaign. This special event is open to anyone who just joined Scouting, is interested in joining Scouting, or has been in Scouting for a while. Speedfest will take place at Circuit of the Americas on Saturday, November 8, 2025, from 10:00am to 2:00pm. The event will offer multiple racing-themed activities, including Pinewood Derby, Formula One racing simulators, race car displays, go-kart racing, displays by the University of Texas and Texas State University racing teams, displays by public service agencies, and more. Speedfest celebrates new and returning Scouting families, while also welcoming members of the public not already in Scouting.





SPONSORSHIPS

CHECKERED FLAG SPONSOR | \$5,000

CELEBRATE CROSSING THE FINISH LINE WITH PREMIUM EXPOSURE!

- 🚩 All Green Light Sponsor benefits
- 🚩 Logo on event banners and website
- 🚩 Inclusion in press releases and media coverage
- 🚩 Optional 3-minute promotion about your company at the event (company representative must attend and deliver promotion)

GREEN LIGHT SPONSOR | \$2,500

KICK THINGS INTO HIGH GEAR WITH GREATER VISIBILITY

- 🚩 All Pit Crew Sponsor benefits
- 🚩 Logo on promotional materials (directional signage and website)
- 🚩 Social media promotion highlighting your company

PIT CREW SPONSOR | \$1,000

ESSENTIAL SUPPORT THAT KEEPS THE RACE MOVING

- 🚩 Recognition in race day announcements
- 🚩 Limited edition Pinewood Derby Car with your company's logo

YES! WE WILL SPONSOR 2025 SCOUTURDAY SPEEDFEST

SPONSORSHIP LEVEL: ☐ CHECKERED FLAG ☐ GREEN LIGHT ☐ PIT CREW

FIRST NAME

LAST NAME

COMPANY OR INDIVIDUAL SPONSOR NAME

PHONE

EMAIL ADDRESS

BILLING STREET ADDRESS

CITY

STATE ZIP CODE

GO ONLINE INSTEAD!
SCAN THE CODE WITH
YOUR PHONE:





THE SCOUTING AUDIENCE



7.9K followers



3.1K weekly visitors



1,017 followers



30K+ distribution



488 followers



785 subscribers



Make your sponsorship commitment by visiting our website at www.capitolareascouting.org/speedfest and selecting "Click here to sponsor the event!"

Or, fill and save the form in this packet and return it by email to bill.kohl@scouting.org.



12500 N IH 35
AUSTIN, TX 78753
CAPITOLAREAScouting.org