



# 2026 SPONSORSHIP INFORMATION



[WWW.CAPITOLAREAScouting.org/SPEEDFEST](http://WWW.CAPITOLAREAScouting.org/SPEEDFEST)



## A MESSAGE FROM THE CHAIR



FUN – We regularly talk about the importance of developing strong leaders, guided by character, integrity and service, we also regularly recite and live by the Scout Oath and Law. However, we are occasionally reminded that in addition to helping youth become Trustworthy, Loyal, Helpful, Friendly, Courteous, Kind, Obedient, Cheerful, Thrifty, Brave, Clean, and Reverent, Scouting America is also FUN... plain, old fashioned, share with your friends and family, fun.

On November 14, 2026, Scouting America Capitol Area Council will host the 2nd Annual "Speedfest." This racing-themed event will take place at the world-renowned Circuit of the Americas, offering Scouts, their families, and friends a day of fun and engaging activities. While a limited selection of third-party activities and refreshments will include an additional fee, there is no entrance or participation fee just to come have an exciting day enjoying many engaging activities.

I am asking for your support as a sponsor of this important (and fun) event so that we can keep this event a no-cost event for attendees. Additionally, your sponsorship will help ensure that Scouting America can continue to offer life-changing experiences to our youth. In the enclosed materials, you will find details about the sponsorship levels, the benefits of sponsorship, and how your involvement can make a difference in furthering the mission of Scouting.

By supporting 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 your time and consideration. I look forward to working with you to make this event a resounding success.

Yours in Scouting,

Colin Parrish  
Chair, 2026 Speedfest



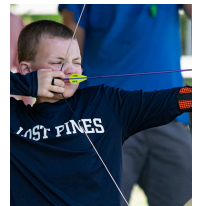


## THE MISSION

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

Speedfest is the celebration of our 2026 "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.

The event takes place at Circuit of the Americas on Saturday, November 14, 2026, and builds off its successful debut in 2025 with more than 1,400 in attendance. The event will offer multiple racing-themed activities, including Pinewood Derby, racing simulators and displays, go-kart racing, 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

## **SPEEDFEST TITLE SPONSOR\* | \$20,000**

### BENEFITS:

- Top billing on all Speedfest materials
- Second billing on Speedfest Camping materials
- Logo on Event Shirts
- 4 Event Shirts
- 6 passes to the COTALAND amusement park
- Inclusion in press releases and media coverage
- Optional 3-minute promotion about your company at event
- Limited Edition Pinewood Derby car with your logo
- Logo on promotional materials (directional signage and website)
- Social media promotion highlighting your company
- Option to set up a booth to promote your business

## **CAMPING TITLE SPONSOR\* | \$20,000**

### BENEFITS:

- Top billing on all Speedfest Camping materials
- Second billing on all Speedfest materials
- Logo on Event Shirts
- 4 Event Shirts
- 6 passes to the COTALAND amusement park
- Logo on event banners
- Inclusion in press releases and media coverage
- Optional 3-minute promotion about your company at event
- Recognition in race day announcements
- Limited Edition Pinewood Derby car with your logo
- Logo on promotional materials (directional signage and website)
- Social media promotion highlighting your company
- Option to set up a booth to promote your business

## **VIRTUAL RACING SPONSOR\*\* | \$15,000**

### BENEFITS:

- Signage on all virtual racing locations
- Logo on Event Shirts
- 2 Event Shirts
- Logo on event banners
- Inclusion in press releases and media coverage
- Optional 3-minute promotion about your company at event
- 2 fast lane tickets to the virtual racing simulator
- 2 passes to the COTALAND amusement park
- Recognition in race day announcements
- Limited Edition Pinewood Derby car with your logo
- Logo on promotional materials (directional signage and website)
- Social media promotion highlighting your company
- Option to set up a booth to promote your business

## **PINEWOOD DERBY SPONSOR\* | \$10,000**

## **VOLUNTEER LUNCH SPONSOR\* | \$10,000**

## **WATER SPONSOR\* | \$10,000**

## **SNACK SPONSOR\* | \$10,000**

### BENEFITS (FOR EACH OF THE ABOVE SPONSORSHIPS):

- Branding on appropriate sponsorship locations (just ask)
- Logo on Event Shirts
- Logo on event banners
- Inclusion in press releases and media coverage
- Optional 3-minute promotion about your company at event
- 2 passes to the COTALAND amusement park
- Recognition in race day announcements
- Limited Edition Pinewood Derby car with your logo
- Logo on promotional materials (directional signage and website)
- Social media promotion highlighting your company
- Option to set up a booth to promote your business

## **CHECKERED FLAG SPONSOR | \$5,000**

### BENEFITS:

- Logo on event banners
- Inclusion in press releases and media coverage
- Optional 3-minute promotion about your company at event
- 2 passes to the COTALAND amusement park
- Recognition in race day announcements
- Limited Edition Pinewood Derby car with your logo
- Logo on promotional materials (directional signage and website)
- Social media promotion highlighting your company
- Option to set up a booth to promote your business

## **GREEN LIGHT SPONSOR | \$2,500**

### BENEFITS:

- Recognition in race day announcements
- Limited Edition Pinewood Derby car with your logo
- Logo on promotional materials (directional signage and website)
- Social media promotion highlighting your company
- Option to set up a booth to promote your company

\*Only one of these sponsorships available

\*\*Only two of these sponsorships available



# SPONSORSHIP COMMITMENT FORM

🚩 **YES! WE WILL SPONSOR 2026 SPEEDFEST** 🚩

FIRST NAME

LAST NAME

COMPANY OR INDIVIDUAL SPONSOR NAME (for display on event signage, media, etc.)

PHONE

EMAIL ADDRESS

BILLING STREET ADDRESS

CITY

STATE

ZIP CODE

## 🚩 **OUR SPONSORSHIP LEVEL** 🚩

- SPEEDFEST TITLE    CAMPING TITLE    VIRTUAL RACING    PINEWOOD DERBY  
 VOLUNTEER LUNCH    WATER    SNACK    CHECKERED FLAG    GREEN LIGHT

## 🚩 **SPONSORSHIP PAYMENT** 🚩

CREDIT CARD

CARD # \_\_\_\_\_

CVV \_\_\_\_\_ EXP \_\_\_\_\_

CHECK

INVOICE US

CHECK # \_\_\_\_\_ BILLING DATE \_\_\_\_\_

STOCK/MUTUAL FUND    IRA DISTRIBUTION

DONOR ADVISED FUND

GO ONLINE INSTEAD!  
SCAN THE CODE WITH  
YOUR PHONE:





# THE SCOUTING AUDIENCE



8.4K followers



5.7K weekly visitors



1,150 followers



2.1K monthly distribution



556 followers



802 subscribers



Make your sponsorship commitment by visiting our website at [www.capitolareascouting.org/speedfest](http://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](mailto:bill.kohl@scouting.org).



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