LaSalle Street after hours

For the benefit of the Chicago Area Council, Boy Scouts of America

Thursday November 8, 2012
5:00 pm to 8:00 pm
The Atrium of
311 South Wacker
Chicago, IL 60606

The Boy Scouts of America is one of the nation's largest and most prominent values-based youth development organizations. The BSA provides a program for young people that builds character, trains them in the responsibilities of participating citizenship, and develops personal fitness.

For over a century, the BSA has helped build the future leaders of this country by combining educational activities and lifelong values with fun. The Boy Scouts of America believes — and, through over a century of experience, knows — that helping youth is a key to building a more conscientious, responsible, and productive society.

Traditional programs such as Cub Scouts, Boy Scouts and co-educational Venturing encourage young people to develop new interests and skills by recognizing achievements and creating opportunities for leadership and service.

The innovative career Exploring program offers educational resources, interactive seminars and hands-on experiences that prepare students to become responsible citizens.

The Chicago Area Council annually serves thousands of young people with these programs. The LaSalle Street After Hours event is a major supporter of the infrastructure, programming and resources needed for a quality Scouting experience.

Register online
www.chicagobsa.org/lsah

BOY SCOUTS OF AMERICA®
CHICAGO AREA COUNCIL

You can register online at **www.chicagobsa.org/lsah.** If registering with this form, please return it to 1218 W. Adams St., Chicago, IL 60607 or you can fax it to, (312) 421-4726 or email a scanned copy to kevin.wilson@scouting.org.

☐ **We will attend and will require ___ # of tickets**

☐ We are not attending

Please accept our gift of: ☐ $20,000 Platinum Sponsorship ☐ $10,000 Gold Sponsorship ☐ $6,000 Silver Sponsorship ☐ $3,000 Bronze Sponsorship ☐ $400 Individual Tickets, Reserve ___ Ticket(s)

Our Marketing contact for sponsorship is: _____

Payment method: ___Please Invoice ___Check Enclosed (Please make checks payable to Chicago Area Council, 1218 W. Adams St., Chicago, IL 60607)

___Please Bill My Credit Card: __American Express __MasterCard __Visa

Card Number | Exp. Date | Name on Card | Authorization Signature

Name | Telephone | E-mail Address

Full Company Name (Please type or print company name as you wish it to appear in the printed recognition program)

Company Address | City | State | Zip Code

Mailing Address (If different from above)

Thank you for your support!

A note from our Chairman

For decades the LaSalle Street event has showcased the generosity that is representative of the people we work with every day. Through one of the most difficult times in our nation's economy our industry, still holds true to the value of providing for the next generation of leaders that the Chicago Area Council helps to create. The legacy we have produced is something we should all be proud of.

Having been active in Scouting in my youth, I wanted to share those experiences with my son and, along with several other parents, started a new troop a few years ago. It soon became clear to me that the values and principles of Scouting were every bit as relevant today as they were when I was growing up. Over five short years our troop has grown to more than 40 boys and we just had our twelfth Scout achieve the rank of Eagle. I know first-hand that the real hard work in Scouting occurs at the unit level with hundreds of volunteers across the Chicago Area dedicating their time and resources to help a new generation of boys learn life skills, develop as leaders and take part in outdoor adventures. The Chicago Area Council runs very efficiently with the vast majority of its resources aimed at recruiting new Scouts, developing and supporting units and putting on great programs. Funding is key to delivering these efforts to our Chicago area youth and families

On behalf of our entire Executive Committee and myself, I encourage you to feature your brand in this prestigious event by participating in one of the sponsorship packages. Thank you in advance for joining us for an evening that promises a great opportunity to network with your industry peers for a great cause.

Thank you for your consideration and support!

John C. Leonard
Managing Director
UBS Global Asset Management Inc.

P.S. Don't forget to register at
www.chicagobsa.org/lsah.

Network and Celebrate

We will start the night with a rare combination of the classical guitar and cello by the Moeller Cello and Guitar Duo. Together, guitarist Paul Moeller and cellist Kerena Moeller, have concertized throughout the United States, England and Italy.

Later in the evening we will light up the night with PLUSH—known as one of Chicago's top area entertainment acts. Their play list includes a variety of songs that will make you sing and applaud! They perform your favorite acoustic rock, Indie, 80's, classic rock, blues, disco, alternative rock and current hits too.

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CHICAGO AREA COUNCIL

Sponsorship Packages and Branding Opportunities

Platinum Sponsorship **$20,000**
- 60 event tickets
- Individual event banner recognition
- Prominent advertisement in table program
- Your sponsorship will provide a summer camp experience to 60 youth

Gold Sponsorship **$10,000**
- 30 event tickets
- Individual event banner recognition
- Full-Page Advertisement in table program
- Your sponsorship will provide a summer camp experience to 30 youth

Silver Sponsorship **$6,000**
- 15 event tickets
- Half-page advertisement in table program
- Event banner recognition
- Your sponsorship will provide a summer camp experience to 18 youth

Bronze Sponsorship **$ 3,000**
- 10 event tickets
- Printed recognition in table program
- Your sponsorship will provide a summer camp experience to 10 youth

Individual Tickets **$400**

The Chicago Area Council is a 501(c)(3) not-for-profit organization and our FEIN is 36-2169128. Contributions are tax-deductible as provided by law.

LASALLE STREET
after hours

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Sponsor Dates and Branding Guidelines
The deadline for submission of all program book advertisements and company logos for banners is ***Wednesday, October 26th****.*
Specifications and guidelines are available at www.chicagobsa.org/lsah

Questions and ad placements can be directed to Myriam Herrera at **myriam.herrera@scouting.org** *or 312-421-8800 x 209.*