



Pinewood Derby 2026 Sponsorship Pitch Deck

Community-first, family-driven engagement.

Build goodwill, visibility, and family trust — all while supporting the next generation of Scouts.



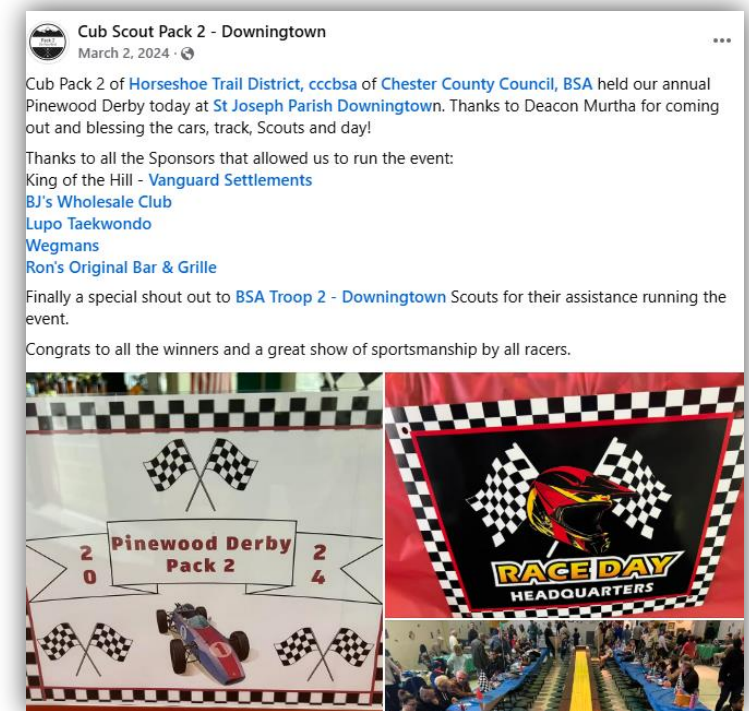
Presented by Cub Scout Pack 2 – Downingtown, PA
In partnership with Chester County Council and St. Joseph Parish

**When local, event sponsorship
meets digital storytelling, your
brand moves from seen to
remembered.**

Annual Pinewood Derby Race

Local events like the Pinewood Derby offer highly targeted, community-anchored visibility, outperforming broad, generic advertising.

A single Facebook post from our 2024 Pinewood Derby **reached over 2,500 local followers*** — amplifying our sponsors' community impact.



*Estimates based on publicly available follower counts, and conservative overlap assumptions across Pack 2, St. Joseph Parish, and Chester County Council audiences on Facebook.

By supporting trusted local institutions like Pack 2, your business connects directly with households & families you care about.

Life-Shaping Experiences Found Only in Scouting:



Builds self-reliant, dependable future leaders through hands-on learning and teamwork.



Instills the values of the Scout Oath and Scout Law in everyday life.



Guides youth to make ethical, moral choices that last a lifetime.

**Unlock access to 2,500+ engaged locals — reaching ~35% of
Downingtown through church, school, and Scouting channels.***

**Sponsors connect directly with Chester County's most community-active
families.**

100⁺

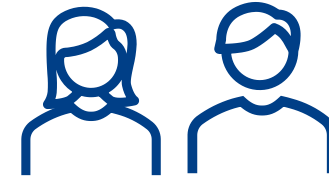
**Active Pack 2 Cub Scout
families** and extended
supporters (parents,
grandparents, alumni)

2.6k

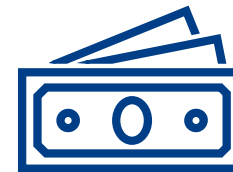
Facebook followers of
Chester County Council,
Scouting America

4.3k

Facebook followers of
St. Joseph Parish in
Downingtown



Parents aged 30–55



Income \$80k+



Active in schools
and community

*Estimates based on publicly available follower counts, and conservative overlap assumptions across Pack 2, St. Joseph Parish and Chester County Council audiences on Facebook.

And you'll be in great company; here are local businesses already seeing value from sponsorship.



Sponsors gain measurable value: impressions, brand visibility, & community goodwill; far beyond a logo display.

Benefit:		Winner Circle (\$200)	Gold (\$150)	Silver (\$75)	Bronze (\$25)
Community Exposure:	• Display your banner at the Pinewood Derby venue, winner podium as “King of the Hill” sponsor.	X			
	• Display your banner at the Pinewood Derby venue.		X		
	• Sponsor a custom Pinewood car in the race.	X	X		
	• “Radio ad” read by MC before King of the Hill race.	X			
	• “Radio ad” read by MC before den race.		X		
	• Prominently placed full page ad at front or back of program.*	X			
	• Full page advertisement in program.*		X		
	• Half page advertisement in program.*			X	
	• Quarter page advertisement in the program.*				X
Digital Visibility: <i>New for 2026: Digital Media Blast Program</i>	• Weekly Sponsor Spotlights (Facebook & Instagram) with optional amplification via Chester County Council, St. Joseph Parish & Scouting America pages	X	X		
	• Custom “Proud Sponsor” Digital Badge for use on your business’s Facebook, Instagram, or website — to showcase community partnership and brand goodwill.	X	X		
	• Feature your promotions, new products, or community messages	X			
	• Tag your brand in sponsored family posts for organic reach	X			
	• Group, “Thank You” Social Post	X	X		

Winner Circle sponsors receive up to 5x more visibility than Bronze partners through combined in-person and digital exposure.



2025 Pinewood Derby Program

*Must meet print deadline to be included in 2026 Pinewood Derby printed program.

New this year! Two simple ways to support the Pinewood Derby while still making a splash at the event.



Sponsor-a-Car

Help a Scout race!

Your gift covers the cost of a Pinewood Derby kit and recognition items for a Scout. You'll be thanked on our website and during race day.



Sponsor-a-Lane

Put your brand on the track!

Your logo will appear on signage at a race lane for the day — giving your business great visibility in the room and in event photos.

Visit our website for more details: [Link](#) go to Pinewood Derby Page

Your business comes to life when families see your name at the Pinewood Derby. You're not just another logo, you're the sponsor who made their child's race possible.

Thank You for Supporting Our Scouts

Your partnership fuels hands-on learning, teamwork, and lifelong values for local families in Downingtown.

