

Introducing the NEW...

2016 Camp Card Program

New Options, Flexible Formats, Custom To Turn-Key, Maximum Profits, Proven Results

The 2016 Boy Scouts Camp Card program is delivered by All American Card Company with offers provided by Entertainment®, in partnership with BSA National Council Fund Development. We are working together to deliver the lowest cost Traditional Camp Card program as well as two turn-key programs for councils who need our help and recognize the value of saving time to deliver the program and maximize profits. Check out the details below and contact us to discuss which option is best for you.

TRADITIONAL



Customized

Councils secure vendor partners for single use tab offers featured on the front of the card as well as multi-use offers on the back. Our team will support councils with highly trained and knowledgeable staff to provide the lowest pricing possible.

Included Services

- Personal Council Camp Card Counselor
- Custom Camp Card design/layout
- Production/Printing

NEW Optional Services

- Add vendor offers from National Vendors
- Youth Sales folders
- Upgrade to *EXTREME!*

Your Price

\$0.15 - \$0.65
(Based on number of tab offers and volume)

Selling Price

\$5.00 (value based on council offers)

NATIONAL



Turn-key

Councils choose up to 2 vendor partners featured on the front of the card from a list of national and local vendors that we'll secure for you. The back of the card features membership access throughout 2016 to an Entertainment® digital savings site featuring hundreds of thousands of local offers.

Included Services

- Vendor sourcing
- Camp Card design/layout
- Production/Printing

NEW Optional Services

- Youth Sales folders
- Upgrade to *EXTREME!*

Your Price

\$0.64

Selling Price

\$5.00 (over \$100 in value)

ALL-NEW EXTREME!



Max Profits

Make any Camp Card *EXTREME!* by adding your Traditional or National Camp Card to this brand new format. Includes a customized BSA card carrier with a national savings book featuring 30 high value offers and membership access throughout 2016 to an Entertainment® digital savings site featuring hundreds of thousands of local offers.

Included Services

- Card carrier design/layout
- Camp Card design/layout
- Production/Printing

NEW Optional Services

- Youth Sales folders
- Upgrade to *EXTREME!*

Your Price

\$1.75 (Includes Camp Card)

Selling Price

\$10.00 (over \$500 in value)

See Backside for more information on the *EXTREME!* Camp Card.



For more information:

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EXTREME! Camp Card

All-New for 2016, the *EXTREME!* Camp Card provides a flexible format to maximize profits and provide the most value of any other Camp Card offering.

- **Over \$500 in Value**
- **Local, National, and Digital Savings**
- **Suggested sale price: \$10.00**
- **Cost: \$1.75 (\$8.25 profit on every card sold!)**



Includes 3 panels to help Scouts sell and promote the program.

CAMP CARD® SAVINGS

NATIONAL SAVINGS

Enjoy your own adventure of savings with these national brands!

DIGITAL SAVINGS

The adventure continues with this extreme addition of 24/7 access to exclusive online savings.

Camp Card: Up to \$50 in Savings

Available for both Traditional and National Camp Card programs. You can provide the offers you want to feature or we can secure them for you. We'll customize each Camp Card with your council information and desired offers.

National: Over \$400 in Savings

30 National Offers featuring the following savings:

Pizza Hut	\$14	Buca Di Beppo	\$10
Family Dollar	\$10	Sears	\$5
Dick's Sporting Goods	\$10	Sports Authority	\$30
Gap	\$15	Aeropostale/Perfumania	\$35
Carters	\$8	Payless Shoes	\$10
JCPenney Portraits	\$25	Brookstone	\$30
Ace Hardware	\$5	Jiffy Lube	\$10
Sherwin-Williams	\$10	Bed Bath & Beyond	\$20
Michaels	\$10	Office Depot/Max	\$20
Regal Cinemas	\$4	Redbox	\$3
FTD	\$15	Shari's Berries	\$10
Ramada/Days Inn	\$50	Wyndham	\$20
Budget/Avis	\$30	Enterprise/Hertz	\$30

Over \$400 in Savings!

Digital: Over \$100 in Savings

Get Access to hundreds of thousands of offers in your hometown and throughout North America. Each *Extreme!* Camp Card card entitles the consumer a digital savings membership from a custom BSA website powered by the Entertainment® Discount network throughout 2016. **Enjoy up to 50% savings on Dining, Shopping, Attractions, Travel, Services, and Online Deals.** Simply print your savings or redeem at the merchant by showing your smartphone.

Check out the Digital Savings demo site:
www.saversguide.com/custom/bsademo
 Use access code **bsademo** to register.



For more information:

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