


Anthony Wayne Area Council, BSA – Camp Chief Little Turtle 2006 Camper Recognition Program

	Revenue	Cost
1 Prior to 2006, camp had distributed camp tee shirts for camper recognition. The camp paid for shirts, and lost the potential profit from the sale of these shirts. In 2005 approximately 1600 shirts were distributed @ \$6 each		<u>\$9,600.00</u>
2 In 2006 the camp decided to distribute custom caps for camper recognition. Cap selected was two tone with appliqué, three embroidered logos, 3D puff, sandwich bill with camp name screen on edge, private label with camp name and 800 number. 2300 caps were ordered at an average cost of \$3.25		\$7,475.00
		
3 Each registered camper was given a cap during 2006	\$0.00	\$0.00
4 Approximately 200 caps sold at retail price of \$10 each	\$1,300.00	
5 The camp arranged with a local embroiderer to add name drops on the back of the cap for \$2.00 each. This service was offered to Troops as they registered for camp at a cost of \$5.00 each. Approximately 400 caps were sold this additional service	\$1,200.00	
6 Net Cost of caps used in camper recognition Average cost of \$2.16 each		\$4,975.00
7 Additional revenue realized by the sale of tee shirts that had been given away in prior years Approximately 1200 shirts with a net profit of \$6.00 each	<u>\$7,200.00</u>	
8 Total cost for camper recognition 2006 (profit)	\$2,225.00	
9 Net benefit for camper recognition 2006 vs 2005 (profit)	\$11,825.00	

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