

**Anthony Wayne Area Council, BSA – Camp Chief Little Turtle
2006 Camper Recognition Program** (revised 9/14/06)

	<u>Revenue</u>	<u>Expense</u>
1) Prior to 2006, the camp had distributed camp tee shirts for camper recognition. The camp paid for shirt inventory, and then distributed them at cost, with no profit generated. In 2005 approximately 1600 shirts were distributed at an approximate cost of \$6.00 each		\$9,600.00
2) In 2006 the camp decided to distribute custom caps for camper recognition. Camp 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 phone number. 2300 caps were ordered at an average cost of \$3.25 each		\$7,475.00
3) Each registered camper was given a cap during 2006	\$0.00	\$0.00
4) Approximately 350 caps sold at a retail price of \$10 each	\$2,450.00	
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 at pre camp meetings and during registration at a cost of \$5.00 each. Approximately 325 caps were sold this additional service	\$ 975.00	
6) Net Cost of caps used for camper recognition Average net cost was \$1.76 each.		\$4,050.00
6) New revenue was realized by the sale of tee shirts that had previously been given away. Approximately 1200 shirts were sold at an average net margin of \$6.00 each	\$7,200.00	
8) Total net cost for camper recognition in 2006 was a	\$3,150.00 profit	
9) Net benefit to Council for camper recognition 2006 vs 2005 (\$9600 budget expense removed + \$3150 profit)	\$12,750.00	



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