



# Scouts

**BEAVERS**

Aged 6-8  
127,000+

**cubs**

Aged 8-10 1/2  
157,000+

**EXPLORERS**

Aged 14-18  
45,000+

**network**

Aged 18-25  
16,000+

**SCOUTS**

Aged 10 1/2-14  
133,000+

**Volunteer**

Adults  
156,000+



## The Scout Association + Flavor Sampling have launched an exclusive Seasonal Partnership Program for food + drink brands.

Three-month partnerships tie in with each season across the year to provide an affordable method to leverage association with the largest co-education youth movement in the UK.

The **Exclusive Partnership** gives brands the chance to promote their products as part of an **Active Lifestyle** and reach up to **600,000** members, volunteers and parents across **7,500 groups** throughout the UK with targeted and integrated sampling campaigns.

**Flavor.**



## THREE MONTH, SEASONAL PARTNERSHIPS INCLUDE...



Get your product into the hands of up to **600,000 Scout Members** and volunteers plus samples and coupons being taken home to parents.



Exclusive **3-month partnership** with **The Scouts** linked to **Healthy Eating and Camping** activities. Your products will be a focal point in group activities to empower healthy eating as a positive experience..



We work with each partner to create **bespoke** and engaging experiences with sampling at its heart.



Access to activate at 7 Official Events and multiple ad hoc camping trips across the year with a combined attendance of over 25,000.



**Do more.  
Share more.  
Be more.**



**Dedicated Partner Page** at [www.scouts.org.uk](http://www.scouts.org.uk) to promote partnership.



**Launch** of partnership through **Scouts social media** channels. **400,000** and combined reach



**Targeted promotion** through member newsletters (mailing list of 120,000 leaders).

**Flavor.**



Access to the three-month partnerships start at £15,000 plus the cost to distribute samples. (see table below)

We understand that all brands have varying levels of reach requirements and have developed scalable sampling options to suit a variety of brands.

Packages for additional social comms (including live streams), mailouts, branding opportunities + engagement options can also be put together at an additional cost.

No. of Samples						
	PRODUCTS UP TO 30g		PRODUCTS UP TO 190g		PRODUCTS UP TO 350g	
10,000	22.9p	42.9p	47.1p			
25,000	22.1p	41.4p	45.5p			
50,000	21.3p	40.0p	44.0p			
100,000	20.0p	28.8p	32.5p			
250,000+	18.8p	25.9p	29.4p			

For a bespoke proposal, or to find out more please email [scouts@flavorsampling.com](mailto:scouts@flavorsampling.com) or call +44 (0)7977 148784

**Do more.  
Share more.  
Be more.**



**Flavor.**