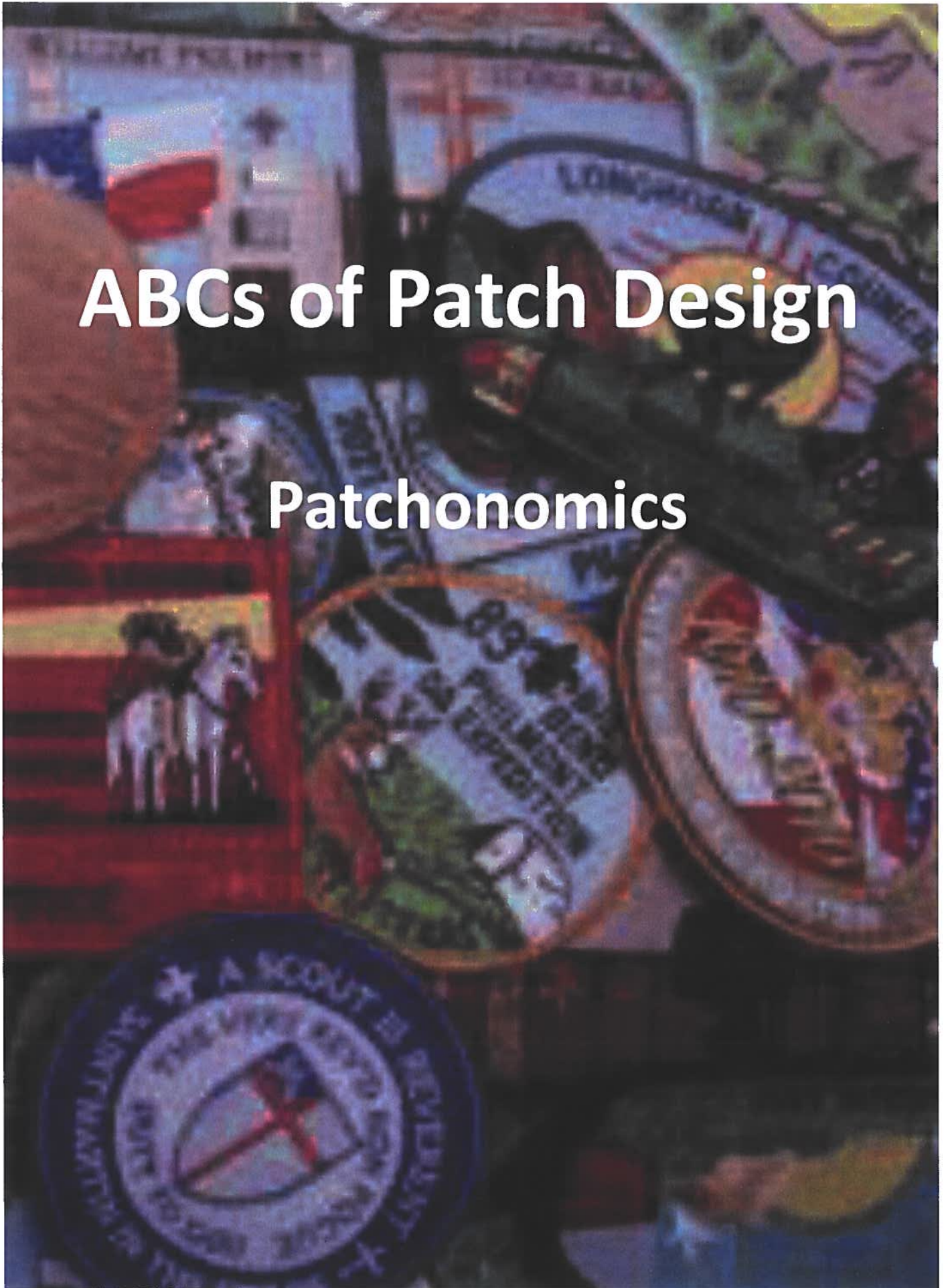


ABCs of Patch Design

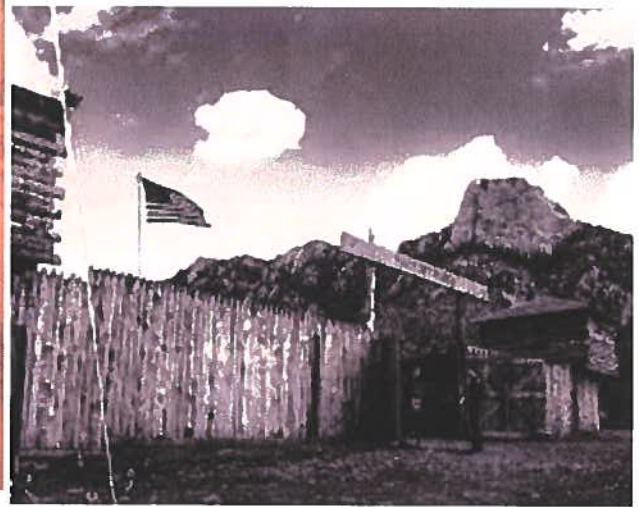
Patchonomics



Lets Go Through A Present Day Scenario



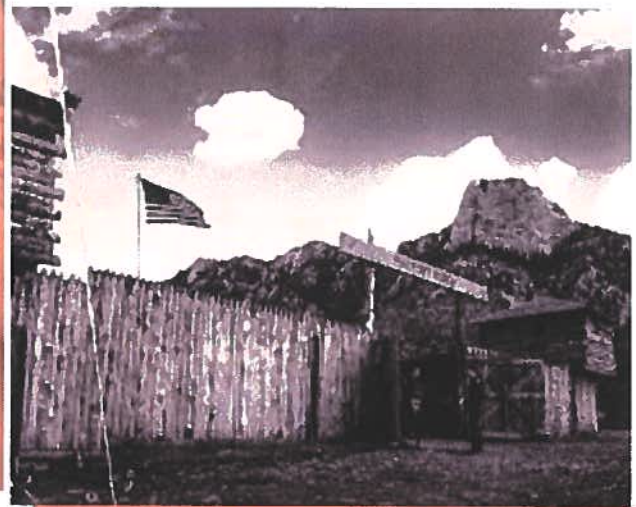
Lets Go Through A Present Day Scenario



Genesis Of An Idea

I'm always looking for something that hasn't been done before OR will inspire participants. When I was considering an idea for our 2023 Troop 32 Philmont Trek contingent patch, I went online to the Philmont Scout Ranch website and started looking at pictures. I came across a picture of the Philmont Stockade which is located below the Tooth of Time. Later, I asked the Philmont Training Center Director if there's ever been a patch that has the Philmont Stockade pictured ... he said no ... and he said, by the way, its being renovated and will have a new look this summer. My Marketing background kicked in and thought – This will be a RETRO design and there will only be 1 patch that will ever have had the Old Philmont Stockade image on it – Ours. I found a T Shirt at home with the Philmont Stockade on it and made color xerox copies of the different parts of the T Shirt.

Lets Go Through A Present Day Scenario



Try Different Combinations For
Where Each Image Is Placed ...

Not Every Image Makes The Cut

Lets Go Through A Present Day Scenario



Try Different Combinations For Where Each Image Is Placed

AS you can see, I placed some text on the outside of the picture. I put transparent tape on each of the text and moved the image to different areas on the design. I tried placing Philmont Scout Ranch on the left side, the top and the bottom. I tried Longhorn Council on the bottom and on the Left side. The right side fit for 2023. I tried 85th Anniversary on all sides ... even using 85 Years. I wanted to get my marker in there so I put the "8" and "5" on top and the "3" and "2" on the bottom of the New Mexico sun. I toyed with placing the "32" somewhere hidden but I was being pushed on time so this was a good fit. The Hiker image didn't make the cut.

This is how I managed this patch but I may choose a Powerpoint tool in the future. Be comfortable with what you are using.

Lets Go Through A Present Day Scenario

Fund Raiser and Motivator . What are the characteristics for a Philmont Trek Contingent patch during the summer of 2023? To be successful, you need to include some of the symbols that will automatically be recognizable to any Philmont collector ... PLUS maybe something that hasn't been on a patch before.

- Tooth of Time and/Or Philmont Brands
- The New Mexico Stylized Sun
- Ensuring the text Longhorn Council, Philmont Scout Ranch, 85th Anniversary and 2023 are on the patch. These text/symbols will increase the enticement to buy it.
- AND a FIRST - Philmont Stockade. We can claim that our "Retro" Patch of the Old Philmont Stockade is the ONLY KNOWN image of the stockade on a patch.

Ad For ISCA National Newsletter, Facebook, etc

- The patch image you see here is "Camera Ready Artwork."
- TIP – Always ask the Graphic Artist at the Patch Manufacturer for "Camera Ready Art." They should send it to you and that's free patch ad.
- The ad shown here is a generic type of ad that anyone can create in MS Word.

Lets Go Through A Present Day Scenario

2023 85th Anniversary Longhorn Council Philmont Contingent patch

This is a one of kind design that features the Philmont Stockade standing just below the legendary peak – The Tooth of Time. This 10 color patch will be among one of the greatest collectables from a summer where over 20,000 Scouts and Scouters travel to be a part of the 85th Anniversary of Philmont. The Gray border is the Leader patch while the Gold border is the Scout patch. Get 1 gray border patch for \$ 6 OR Get both Gray/Gold border patches for \$ 10. Limited Availability – Order Now! Email _____ With any questions.



To Purchase this patch, Please make check payable to "Troop 32" and mail to: TBD

Ad For ISCA National Newsletter, Facebook, etc

- The patch image you see here is "Camera Ready Artwork."
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Lets Go Through A Present Day Scenario

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Lets Go Through A Present Day Scenario

Fund Raising Calculation.

- *One Free for each participant

- *Sell each participant 4 patches for \$ 2 each – A great deal as they will have a

Chance to trade at least 4 patches at a fund raising event called the Lone Star Trade O Ree OR at Philmont

- *Develop a relationship with a local Philmont collector.

By making sure your patch design is good, you'll almost always get a collector who wants to purchase a few.

Incentivize this happening by offering the patches at a reduced cost

- *Lone Star Trade O Ree \$ 10 Set. Attend a patch trading event and sell 5 sets. These type of events occur all over the country where you can buy, sell or trade Scout patches.

- *eBay sales \$ 10 Set. Arrange with your sponsoring organization or Scouting Unit on obtaining the ability to sell on eBay and receive the proceeds.

- *Other Online Venues. There are a number of ways to generate online sales. Even sending an email with the "Camera Ready Artwork" attached will usually generate a response.

NOW LETS LOOK AT HOW THIS PLAYS OUT ON NEXT PAGE

Lets Go Through A Present Day Scenario

ARE YOU GOING TO PHILMONT SCOUT RANCH IN 2023 OR 2024 ??

My name is John Ryan. I am teaching the ABCs of Patch Design at the Philmont Training Center where you can LEARN to earn \$ 300 to \$ 400 for your Philmont Adventure by producing a contingent patch. A 200 patch order for \$ 242 Here's the Sales Strategy breakdown:

QTY		
12	(1 for each Scout Uniform)	FREE
48	– 48 patches @ \$ 2 =	\$ 96
	(each participant for trading)	
20	– 10 sets for <u>Collector</u> 20 x 3 =	60
20	– 10 sets for <u>Collector</u> 20 x 3 =	60
10	- 5 sets sold @ LST Event 10 x 5 =	50
10	- 5 sets sold on <u>eBay</u> 10 x 5 =	50

Patch Is Now Paid For + \$ 74 Profit	<u>\$ 316</u>
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80 patches LEFT FOR FULL PROFIT
\$ 400 FULL PROFIT



ABCs of Patch Design

Patch Designs,
Design Tips
And Inspiration