



BRAND EXTENSION

TOUR TERMINOLOGY

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| ArrowTour | A traveling centennial program conducted in each of the four regions during the summer of 2015. Capitalized as shown. May be abbreviated as AT after first reference. |
| our national centennial experience | The slogan of ArrowTour. Capitalize in sentence case and display in bold or other manner that draws attention to the text. |
| ArrowTour Central | A traveling centennial program conducted in the Central Region during the summer of 2015. Capitalize as shown. May be abbreviated as AT Central after first reference. |
| ArrowTour Northeast | A traveling centennial program conducted in the Northeast Region during the summer of 2015. Capitalize as shown. May be abbreviated as AT Northeast after first reference. |
| ArrowTour South | A traveling centennial program conducted in the Southern Region during the summer of 2015. Capitalize as shown. May be abbreviated as AT South after first reference. |
| ArrowTour West | A traveling centennial program conducted in the Western Region during the summer of 2015. Capitalize as shown. May be abbreviated as AT West after first reference. |
| tour schedule | The overall schedule of ArrowTour. |
| tour | All the stops along the regional route. |
| route | The map of each region's tour schedule. |
| stop | A day of program along the route. |
| venue | The individual location that the tour will land in. |
| road crew | The full-time staff dedicated to each region's tour. |
| crew chief | The respective 2014 region chief leading each road crew. |
| host | The council, lodge or section that is hosting the ArrowTour venue. |
| local staff | The local volunteers who help with ArrowTour at a given stop. |
| guest | Any individual (Arrowman, Scout, Scouter, Scouting alumni, family member, friend) who interacts with ArrowTour. |
| the show | The broad encompassing phrase for ArrowTour's program and visitor experience. |