



2018 Little League Partnership

SUMMER CAMP MARKETING GUIDE



So you signed up to host a
Summer Camp at your location...
NOW WHAT?

Below is a
PROMO STRATEGY
to help make your Fundraiser
the most productive.

WHAT FROZEN ROPES WILL DO AND PROVIDE

- One Frozen Ropes Little League Liaison for you to go to & rely on
- One 18x24 Poster to hang up at your field or most visited location
- One 4x6 Mesh Banner to hang up at your main field
- Online Registration link on our Website
- Emails sent out on your behalf to our database within your zip code
- Email content: Flyer and Registration link for YOU to send out to all of your contacts
- Flyer jpg for you to post on your FB page
- Flyer pdf for you to print, give copies to your Coaches to share with players during the season

WHAT YOUR LEAGUE NEEDS TO DO AND PROVIDE

- Keep in close communication with your Frozen Ropes Liaison
- Hang up Frozen Ropes Summer Camp 18x24 Poster
- Hang up Frozen Ropes Summer Camp 4x6 Mesh Banner on your main field
- Add Frozen Ropes logo and announcement of Summer Camp to your website w/reg link
- Send out Camp Flyer to your email contacts
- Post Camp jpg to your FB page
- Print copies of the flyer and distribute to your Coaches for Player-share all season
- Send out soft announcements immediately
- Send out 3 announcements/posts during May and reminders in June
- If you are a HOST to a Camp Cluster, be sure your Guest Leagues do the same

40 Camper minimum for each week of Camp!