

Boost Your Camp Enrollment This Summer at St. Louis Corporate Camp Fairs

Working parents need summer activities for their children. They tend to have high disposable income. To serve this market, we invite you to participate in a series of camp fairs at large corporate employers mid February-beginning of April.



"We've had a lot of great response at the camp fairs. People are very interested. We've seen a spike in our numbers."

Rich Ives, Camp Pegasus

10 Full Service Fairs at which you get to meet the employees:

- Monsanto (3 campuses)
- Edward Jones (2 campuses)
- Scottrade (2 locations)
- Centene
- Unigroup,
- Ameren and more!

30 Lit Fairs display your info, but you don't have to attend:

- City Place
- Bemiston Tower
- World Wide Technology
- Creve Coeur Center
- Corporate Hill
- and more!

Locations average over 1000 employees each. If you get **just one** enrollment, it should more than cover your investment. If the enrollment is for multiple weeks, multiple kids, or becomes multiple years, your ROI will be many times over!

Meet prospects in person. Tout your program! What better way to spend Feb-Mar than bringing in new campers for summer!

4 Ways Camp Fairs Help Boost Enrollment

1. Meet camp seekers face to face. Tout your camp.
2. Reach camp seekers who couldn't attend, and parents searching online. You'll get a listing on stlouiscampfair.com, which is sent to all our corporate hosts as a free employee resource.
3. Extend your reach at additional literature-only camp fairs that you don't have to attend! We pass out your literature, and send a link for the employees to stlouiscampfair.com with your info in it.
4. Publicize your camp's name to employees. As a participant in all the camp fairs, your camp name appears in nearly 100 emails (4 for each of the 24 fairs) that we ask our contacts send to their employees. Plus your name also appears in our camp fair posters, fliers, and table tents. By the time the fair arrives, employees may have seen your camp's name multiple times!



"Thanks to the corporate camp fairs, we filled all of our summer camps except one for the first time."

Tasmyn Font, Challenger Learning Center

Space is limited. Reserve today: St. Louis Camp Fair 314-961-6912 info@stlouiscampfair.com

Camp Fair Packages

Full Package

- Table at 10 corporate camp fairs (\$750 value)
- 30 lit only camp fairs (\$750 value)*
- Premier Listing on www.stlouiscampfair.com
Includes page 1 listing and a full page spread on your camp. (\$200 value)
- Your camp publicized in all of our pre-show communications to employees. (\$100 value)
- If you cannot make a fair or two, we'll set out your literature, so you still get traffic.
- Total Value: \$1675. **Fee: \$795.** You Save: \$1005.



"These camp fairs are so beneficial! Coming into the corporations makes it so easy for families to find the camps. Certainly it's being reflected in our registrations right now."
Sam Page, Rohan Woods Camp

Mini Package

- Table at 6 corporate camp fairs (\$450 value)
- Basic listing on www.stlouiscampfair.com (\$100 value)
- Total Value: \$550. **Fee: \$395.** Your Save: \$155.
- Pay for ~5 fairs. Get 1 fair and a listing on website free.

Literature Only

- Lit distributed at 40 corporate camp fairs. (\$1000 value)
- Basic listing on www.stlouiscampfair.com (\$100 value)
- Total value: \$1100. **Fee: \$395** You Save: \$705.
- Pay for 16 fairs @ \$25 each. Get 24 additional and website listing free.

*Total number of fairs will be 40, though the mix of full service fair and lit fairs could vary slightly. E.g. Instead of 10-30 it may be 11-29. 13-27. etc.

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