

CAMP FAIR BRANDING PACKAGE

It's all about your Brand! Keep in front of our audience! If you would like **extra exposure BEFORE and DURING the camp fairs**, here are "front and center" branding opportunities and other added exposure, plus the emails collected from the fairs.



Camp Fair "Branding" Package Sponsor:

Maximize with all 4\$550 total

- Logo on camp bag giveaways
- Logo on camp fair email campaigns.....
- Logo/Image & Text on Camp themed eblasts.....
- Emails from Camp Fair family attendees

Maximize with the sponsorship package: **all 4 @ \$550**

The camp fair "branding" package shows off your branding in multiple opportunities throughout the months of January through March. Your branding is visible:

- Your logo will be on **camp bag giveaways** at 7 camp fairs
- Your logo will be on **camp fair emails** to families Jan-Feb
- Your logo/image & text will appear on **camp themed eblasts** (2x) starting in February
- **Emails from camp fair family attendees/signups** (from the fair you attended). Average 150 emails from interested families per fair.

ALA Carte Options:

- Dedicated Eblast (all about your camp only).....\$625
- Camp themed eblasts..... 2x for \$250 or 4x for \$400
- Deluxe Camp Directory Listing\$395
- Banners / Spotlight on Main Image Slider\$395
- Logo on bag giveaways \$150
- Logo on camp fair email campaigns.....\$200

- The **Dedicated Eblast** is dedicated to your camp. Provide text, image(s), promotion/open house/call to action, and URL link and we'll create the eblast. Sent to targeted area of 10K-20K emails. Average open rate is 35%. Select the week. \$625 per.
- **Themed Camp Eblast(s)** is shared with up to 10 camps in one eblast. It will feature your camp image, 100 word text paragraph, contact info and URL link. Sent to 20K from mid February - March. Average open rate is 35%. Reserve 2 weeks for \$250 or \$400 for 4 weeks/eblasts.
- **Deluxe Camp Directory Listing** with your logo, 3-5 images, and video. Up all year. \$395.
- **Banners: Spotlight Your Camp on Main Image Slider** on njkidsonline.com/camp page with 1900px x 510px image, text and link. Up for 2 months. \$395. Receive thousands of impressions.