

MARKETING PLAN FOR CAMP HOSTS

The following is a basic eight-week marketing plan to help you fill and exceed the minimum registration requirements for your camp.

Weeks eight to seven prior to the camp date:

1. Mail the provided postcards to as many local coaches, parents, and players as you have access to.
2. Hand out the provided postcards to as many local coaches, parents, and players as you have access to.

Weeks six to five prior to the camp date:

1. Advertise the camp in your local newspaper at least once per week until the day of the camp.

Below is a suggested write-up for the newspaper.

(Camp Name—Pac-West will provide) Pitching Camp

Pac-West, the Pacific Northwest's premier pitching camps will be putting on a camp for pitchers (*Age*) of age, on (*Dates*), at (*Location*). Camp staff will include college coaches and professional scouts. For registration information call (*Host's Phone Number*) or log on to www.pacwestbaseball.com.

Weeks four to one prior to the camp date:

1. Advertise the camp on your local radio station, preferably a sports-talk radio station, at least once per day until the day of camp.

Below is a suggested announcement for the radio.

"Pac-West, the Pacific Northwest's premier pitching camps is proud to announce the (*Camp Name—Pac-West will provide*) Pitching Camp. This camp is for pitchers (*Age*) of age, on (*Dates*), at (*Location*). Camp staff will include college coaches and professional scouts. For registration information call (*Host's Phone Number*) or log on to www.pacwestbaseball.com."

Note: Your camp name will be provided by Pac-West before you begin marketing.