



# Camp Glide 'You Time' Promotion

Prospective Client Information



**Camp Glide**





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# Who are Camp Glide?

What do we do and where do we operate?



## Wraparound Childcare

Here at Camp Glide we are an established and highly-regarded provider of wraparound childcare. We operate across eight schools throughout Surrey, providing breakfast, afterschool and holiday clubs. We believe in fostering a community in which children are given the space and confidence to try new things and make new friends.

## Holiday Camps

As well as wraparound childcare, we also offer activity packed holiday camps, providing children with a huge range of exciting sports and activities during the school holidays. Our core values – Caring, Honesty, Respect and Responsibility – are at the heart of everything we do. We recognise that providing affordable childcare goes a long way in supporting local families, helping children and parents to thrive.







## What is 'You Time'?

- An overview of what the campaign entails

Many parents are working from home in our post COVID world. Day long childcare needs means parents do not have the time to participate in going out to the shops, exercising, grabbing a bite to eat with friends and looking after themselves.

Camp Glide's "You Time" campaign is about providing an incentive for parents to do business with local organisations while ensuring their childcare needs are met so that they can take care of themselves.

## Step 1: Provide Camp Glide with an exclusive offer for your business

We will ask you to decide on the bespoke offer, promotion or deal to provide our families e.g. 25% off specific items, 1 free trial class, 2 for 1 on selected products. The control is yours. You decide the terms of your offer to make it work for you.

## Step 2: Camp Glide will promote your business and offer to our customers

As you'll see later Camp Glide has a huge local reach. We will send out an emails, social media posts and include you on our website informing all our contacts of your promotion. Your offer will then be assigned to a specific date(s). If a parent books a qualifying date with us, they will receive your promotion.

## Step 3: Get new clients and customers for your business

Anyone that receives your offer could contact you giving you the opportunity to showcase your business and land new clients.





# Timeline

What will our partnership look like?

## What we will be doing?

Over the course of your promotion we will be marketing your business and offer in a range of different ways:

- Place your logo, offer details and web link on our website
- List you as associate on our website
- Send emails to our entire mailing list
- Posting on our Facebook, Instagram and Twitter
- Sharing the exciting opportunity with the families we speak to on a daily basis.

## What we need from you?

- Just a bespoke offer to provide our parents. Please provide a PDF with details of your offer. If you need help with this or would like to display your offer in a different way, please contact us.
- We will need your logo to display on our website, emails and social media.
- Leave the rest to us!



# How we will promote you

Our mailing list, website and social media presence



## Email 2000+ local families

We have a mailing list of 2000+ local families who will each receive a detailed description of your tailored offer with your company logo and a link to your website and social media pages. We will continue to email our families over the duration of the offer, sending regular reminders, links and information about your company. After the offer has finished, we will send a list of your upcoming events.

## Dedicated space on our busy website

Our website attracts 300-400 users per day. Details of your promotion, as well as your company logo and a link to your website will have an exclusive space on our website.



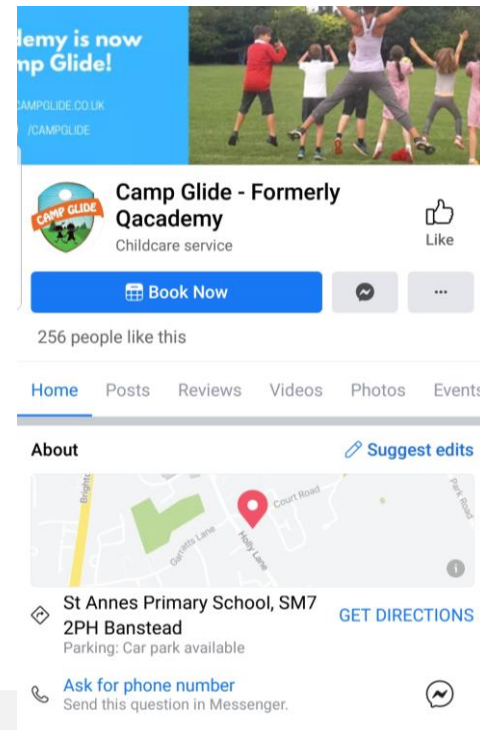
# How we will promote you

Our mailing list, website and social media presence



## Hundreds of social media followers

Our social media platforms have 709 followers with typical posts reaching 300 people, rising to 1500+ when they are shared on local groups. Your offer will be shared across all of our platforms throughout the promotion.



Camp Glide



# How we will promote you

Word of mouth, posters and flyers



We speak to hundreds of families every day. All of staff members will be informed about the promotion and will ensure that they advertise this to parents and carers.



Posters will be stuck, flyers will be sent to promote your business and offer as part of the “You Time” campaign.

# Building our businesses together

Understanding local needs

## Working together

We believe in supporting your community and offering opportunities to local businesses. As a business that operates in the same area, we know how difficult it can be to get new customers in such a saturated or struggling market. It is for this reason that we believe offering a wide spread advertising campaign and getting numerous new customers through the door is an unmissable opportunity.

## Our families, your customers

On a daily basis we speak to hundreds of parents and carers, brothers and sisters, so we have a great understanding of what they like. We recognise that you provide something many of our families talk about, but don't always have the time to do. We see how hard our families work, and, this is the reason that we want to help give back to them with this amazing reward system.



# Summary

The power of partnership

## We look forward to working together

Partnerships benefit both businesses and customers. Businesses can broaden their network and increase their addressable market; customers benefit from the strengths and offerings each organization brings to the table. Plus, deepening ties between complementary businesses fosters collaboration, longevity and growth.

We are very excited to work together in providing excellent opportunities for local businesses, parents and children.

## What next?

Get in touch with us at:

Email: [andy@campglide.co.uk](mailto:andy@campglide.co.uk)

Telephone: 0330 113 5600

Check out our website: [www.campglide.co.uk](http://www.campglide.co.uk)

Facebook: [www.facebook.com/campglide](http://www.facebook.com/campglide)

Instagram: [www.instagram.com/campglide](http://www.instagram.com/campglide)

Twitter: [www.twitter.com/campglide](http://www.twitter.com/campglide)

