

OVERTIME ATHLETICS MARKETING PROGRAM

Run with It...



DON'T SLEEP ON ADVERTISING!

“Stopping advertising to save money is like stopping your watch to save time.” – Henry Ford

“Doing business without advertising is like winking at a girl in the dark. You know what you are doing, but nobody else does” – Stuart Henderson Britt

“Give them quality. That’s the best kind of advertising.” – Milton Hershey

MARKETING STRATEGY

OUTLINE

- 1. TOOLS**
- 2. OPPORTUNITIES**
- 3. DATABASE**
- 4. BEING PRESENT**
- 5. MEDIA / SOCIAL MEDIA**
- 6. SPONSORSHIPS**
- 7. PROMOTIONS**
- 8. “OUTSIDE THE BOX”**
- 9. CUSTOMER ENHANCEMENT**
- 10. SAMPLE PLAN**

MARKETING TOOLS

ONLINE:

- ▶ Website
- ▶ Facebook
- ▶ Instagram
- ▶ Online Newsletter
- ▶ Email Blast
- ▶ Canva.com
 - ▶ (Free website where you can design flyers)

PRINTING:

- ▶ Flyers
- ▶ Postcards
- ▶ Direct Mail (Letters/Mailers)
- ▶ Newsletters
- ▶ Brochures
- ▶ Stickers / Magnets
- ▶ Banners
- ▶ Posters (Bulletin Board)
- ▶ Yard Signs

OTA WEBSITE



HOME

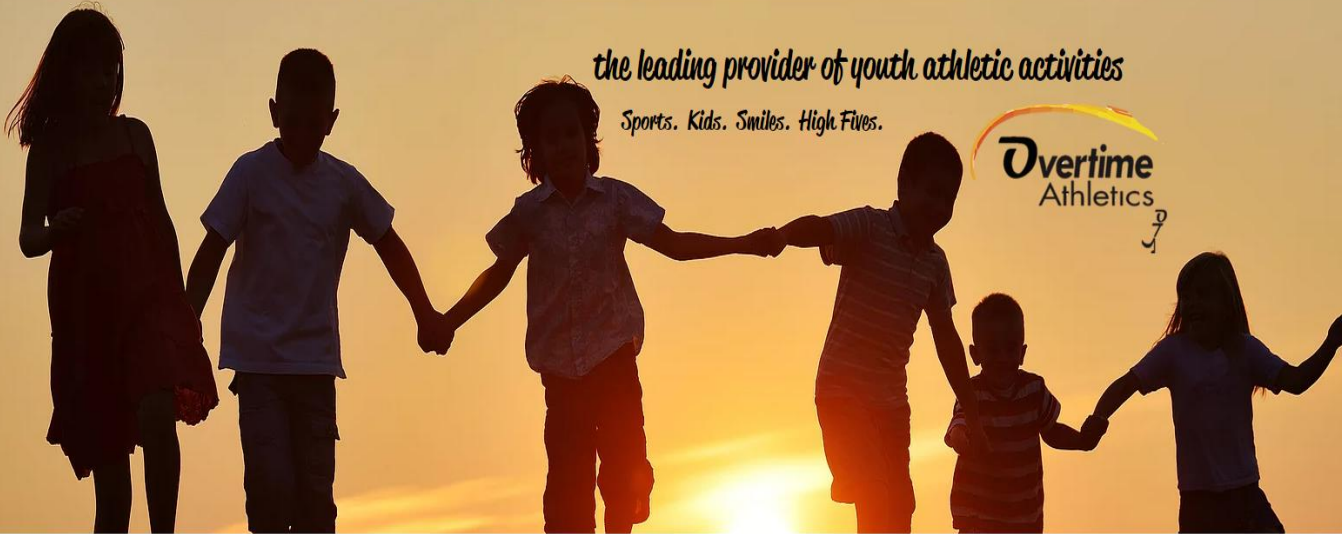
About Us

Locations

Franchise OTA

Blog

Contact Us



the leading provider of youth athletic activities

Sports. Kids. Smiles. High Fives.



WHAT WE DO



WEBSITE


The purpose of the website is to promote the OTA Brand, educate the public on our services, successes, and locations. The website attracts online customer traffic, to include:

- ▶ Target Partnerships
- ▶ Program Participants

In addition, the OTA Website is a bridge to a territories registration platform. Marketing specific after school programs and summer camps is easily accomplished by providing accurate and up to date maintenance of the webpage.



(NOTE: the website also has an operational function as it is a portal to instructor training and resources)

OTA ASP FLYERS



**Trevose Day School
After School Programs**

Online Registration:
 Step 1: www.otathletics.com
 Step 2: Select your location
 Step 3: Select After School Program
 Step 4: Select your School

<p>Flag Football Thursdays Start Date: 4/20  Weeks: 6 Grades: K-5 (2 groups) Times: 3:00 - 4:00pm Cost: \$60</p>	<p>Cheer & Jump Rope Fridays Start Date: 4/21  Weeks: 6 Grades: K-5 Times: 3:00 - 4:00pm Cost: \$60</p>
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Questions: Info@otathletics.com
SCHOOL SPONSORED PROGRAM

WHY OTA?

1. We come to your school
2. Focus on Fundamentals
3. Encourages Sportsmanship
4. Traditional Sports & Games
5. High Energy
6. Affordable

NICHOLSON ELEMENTARY AFTER SCHOOL PROGRAMS

 **Cheer-IT Spir-IT & Jump Rope**

Rope Motion creates Emotion! Take your spirit to a higher level! Learn routines, cheers, motions and jumps that promote teamwork, fitness and FUN. We'll work on basic cheer and dance movements that have participants smiling from ear to ear and bouncing from head to toe! We bring the sidelines to center stage with cheers that include: "Who Rocks the House", "G-O Yell GO", "Dynamite", and many more. Our pyramid of activity will include cheers, routines, jump roping, and warm up games. Come be a part of something bigger, sign up today

~~MONDAYS: 1/23 - 3/27~~
NO CLASS 2/20
 TIME: 2:30-3:30
 FEE: \$99
 OPEN TO: K-5TH

TO REGISTER: WWW.OTATHLETICS.COM

- Click Location - Select your location
- Click on After School Programs
- Select your child's Elementary School
- Follow directions and Create Account for family
- Complete Registration with payment online

 **SPORTS SPECTACULAR**

Let's Play! Save the best for last by finishing the school day with Sports Spectacular, a variety athletic program that features different sports throughout the session. Participants will practice skills and play games in both traditional sports and playground favorites. The Sports Spectacular Variety Program features the best "to-do" list ever - Basketball, Soccer, Flag Football, Kickball, Capture the Flag, ~~Waffle~~ Ball, Bump and Run, Knights and Dragons, Numbers Game, Tag Games, Safe Base and MORE! OTA covers all the bases with our emphasis on playing, teamwork, sportsmanship, and fitness. Don't miss out on the FUN! Every child gets an OTA H.I.G.H. F.I.V.E.S. Participation Medal!

TUESDAYS: 1/24 - 3/28
NO CLASS 2/21
 TIME: 2:30-3:30
 FEE: \$99
 OPEN TO: K-2ND & 3-5TH

PTA SPONSORED

ASP FLYERS

Distributing flyers to students of a school you are providing after school programs to is a very common and standard practice for advertising your offering to families. Flyers should be:

- ▶ Professionally printed
- ▶ Accurately provide the program details (description, logistics, and cost)

Understand that ASP Flyers

- ▶ Often need to be approved (and may have rules about what is on them)
- ▶ Require planning with regards to the time it takes to submit for approval, get printed, organize for distribution, deliver to schools

ASP FLYERS WILL HELP WITH ENROLLMENT

- ▶ It's frustrating when a school won't let you send flyers home because 'Flyers are King'; and when flyers go home, most of the time you will see a jump in enrollment.... BUT, if a PTA/Principal says no to flyers going home in backpacks or folders, here are some other ideas:
- ▶
- ▶ **Email the PE Teachers in the building and ask if they would help hand out flyers:**
 - ▶ "Hi Mike – My name is Chris Whelan and I'm running an after school sports class at Forestville Elementary this fall – We are all about promoting Health & Wellness and I was hoping if I dropped off 100 flyers, you could pass them out in your class?"
- ▶ **Email the Principal and ask if it is ok if you make groups of flyers and you give them to each Bus Driver (along with a \$5 Starbucks card)**
 - ▶ "Hi Principal Lowry – I hope you are well. As I'm sure you are aware, we are running some after school programs @ your school and I was wondering if I made a couple flyers and gave them to the Bus Drivers (along with a \$5 Starbucks card) and asked them to hand them out. We are all about Health and Wellness and would love to get the kids @ Forestville active 😊.
 - ▶ If the Principal doesn't respond, call and ask the secretary.
- ▶ **Call the Secretary at the school and ask if you can hand out flyers at the end of the school day before kids get on the bus**
 - ▶ Phone call would go like this: 'Hi there, how are you? I am working with your PTA or Administration running some after school enrichment programs and I was wondering if it would be okay if I came by one day after school (of course I would check-in with the office) and handed out flyers before kids got on the bus or were picked up?'
- ▶ **Put flyers on the community table at the school.**

OTA FACEBOOK



Overtime Athletics Seattle

19 hrs · 🌐

Overtime Athletics Seattle Summer Sports Camp Woodinville Indoor Soccer Center Register at www.otathletics.com *Limited Time Offer Use Code: OTAFamily -- for \$50 OFF any week of camp. Save for the Summer Now! #highfives #seattlecamps #summerfun #youthsports #summercamp #seattle

WOODINVILLE INDOOR SPORTS SUMMER CAMP 2017

REGISTER ONLINE!
Go to www.otathletics.com/seattle and select: **SUMMER CAMPS**

CAMP LOCATION
12728 NE 178th Street,
Woodinville WA 98072

CAMP FEATURES: INDOOR FACILITY WITH TURF FIELD.

AGES 6-12 years old

HOURS Full Day: 9am-4:30pm
Half Day Morning: 9am-12:30pm

REGISTER ONLINE
at www.otathletics.com/seattle
Select **SUMMER CAMPS**

QUESTIONS??
Email: sean@otathletics.com
or call (206) 305-0869

COST
\$200 per week - Full Day
\$165 per week - Half Day
Sibling Discount \$15 OFF

BEFORE CARE
\$25 per week
8:00am - Earliest Drop Off

AFTER CARE
\$25 per week
5:30pm - Latest Pick-Up

ALL KIDS WILL RECEIVE AN OTA CAMP T-SHIRT.

SCHEDULE

- WEEK 1: June 26 - June 30
- WEEK 2: July 3 - July 7
- WEEK 3: July 10 - July 14
- WEEK 4: July 17 - July 21
- WEEK 5: July 24 - July 28
- WEEK 6: July 31 - August 4
- WEEK 7: August 7 - August 11
- WEEK 8: August 14 - August 18

*No camp on July 4th.



Overtime Athletics

Published by Chris Whelan [?] · April 17 at 4:45pm · 🌐

Midland Elementary (NY) wrapping up the Winter Basketball session.
#overtimeathletics



FACEBOOK

The online social media and social networking service has become an integral piece of social interaction in today's world. Both utilized for business and personal use, Facebook's power to reach customers is undeniable. Parents have made Facebook a centerpiece of:

- ▶ Investigations for selecting youth programs and businesses
- ▶ Customer Service Requests/Feedback

The priority regarding OTA Facebook and other Facebook marketing options is to be relentless with content and swift with responses.

OTA INSTAGRAM



overtimeathletics2003

12 likes

8w

overtimeathletics2003 Great Article
Director Mike Hanley wrote for OTA's Blog:
<http://www.otathletics.com/single-post/2017/02/16/Overtime-Athletics-Summer-Camps-14-years-Strong>

♡ Add a comment...



INSTAGRAM

Instagram is a mobile photo-sharing application and service that allows users to share pictures and videos either publicly or privately on the service, as well as through a variety of other social networking platforms, such as Facebook, Twitter, Tumblr, and Flickr. Using Instagram is an excellent way of:

- ▶ Updating families on program activities (existing customers)
- ▶ Providing visuals of what participants and their parents can expect being enrolled in one of OTA's programs (potential customers)

Being sensitive to a families concerns regarding photos of their children online is something to be aware of when utilizing this platform.

OTA ONLINE NEWSLETTER



November Newsletter - Gobble Gobble

It's almost Turkey Day! For many people Thanksgiving means traveling, visiting with family and friends, and of course, eating! But did you realize that television also plays a large part in many American's Thanksgiving traditions. According to a study done by the US Bureau of Labor Statistics, the average person spends about 1.2 hours eating and drinking on Thanksgiving and 3.7 hours watching television! Less than 20 percent of those surveyed participated in sports or exercise activities. Try and add a little exercise into your family's traditions. Look for a Turkey Trot race or play a family game of flag football. Or, just take a walk before dinner. Pledge to turn off the TV this Thanksgiving!



Play It Safe – Preventing Sports Injuries in Kids

The National Institute of Health recommends these tips to keep your child safe while participating in sports.

- Your child should be in the proper physical condition for their sport.
- Make sure your child knows the rules of the sport.
- Wear the appropriate protective gear and make sure it fits properly. Ask your child's coach if you have any gear questions.
- Know how to use the athletic equipment properly.
- Warm up before playing.
- Avoid playing when very tired or in pain.
- Get a preseason physical.
- Make sure water is available to maintain hydration.

OTA Winter Session

Our team is gearing up for the winter session. If your school isn't on our schedule yet, contact your Director of Programming today! Winter is the best time for after school programs since children are spending less time outdoors being active and more time indoors. Plan a little extra exercise in their day through an after school athletics class. Our programs are listed at www.overtimeathletics.com/winters.

ONLINE NEWSLETTER

Staying relevant in the community of customers is what advertising and marketing are all about. Online Newsletters are a credible way of communicating with your network of partners and participants in order to:

- ▶ Provide informative content regarding topics that OTA and its network both care about
- ▶ Announce Programming
- ▶ Promote proud aspects of OTA

Criteria for successful online newsletters include proofread, visual appeal, technologically sound, the order of topics, and concise.

OTA ASP EMAIL BLAST

Elementary Spring After School Programs

Overtime Athletics is excited to be back at your school this Spring running:

Tuesdays | Basketball | Grades K-3 | Starts 1/24

Thursdays | Floor Hockey | Grades 3-6 | Starts 1/26

Register Online @: www.otathletics.com > locations (select your location) > After School Programs

6 Reasons Kids should play SPORTS:

- Social Gain
- Organized Exercise
- Learn Sportsmanship
- Learn & Experience Teamwork
- Have Fun!
- Encourage a healthy lifestyle

If you have already registered, HELP US SPREAD THE WORD. Thanks,

Overtime Athletics
www.otathletics.com

ASP EMAIL BLAST

An “email blast” is a low cost, highly effective way to advertise programming. The location and type of program are factors in who receives the mass email and whether a specific portion of your database is targeted or the entire database receives the notice. Utilizing the “email blast” tactic requires:

- ▶ Email collection from program participants to build internal database
- ▶ Partnering organizations allowing OTA’s access to their database

Promoting and utilizing OTA’s online registration platform with After School Partners is so important to build databases in order to effectively use this marketing tactic.

TAP A FRIEND!

Subject

OTA ASP Reminder

Content

Hi Families,

Thanks for registering your child in our after school program at Franklin Sherman Elementary. We are hoping you can '**TAP A FRIEND**' – Please help us spread the word on our programs – it will make for a better program to have more kids.

Please send your friends here: <https://ota-nova.jumbula.com/view#/after-school-programs>

Thanks so much,

Will Glomstead

Overtime Athletics

www.otathletics.com

TAP A FRIEND!

- ▶ TAP A FRIEND Campaign is sending an email to the already registered families asking them for their help in spreading the word about our programs. This can be done with After School Programs, Camps, Clinics, ETC.
- ▶ Another low cost, highly effective way to advertise programming.

OTA CAMP EMAIL BLAST

MARK YOUR CALENDARS FOR FEB 1ST!

Brambleton Association Summer Camp 2017 - STEAL DEAL REGISTRATION

Steal Deal Cost Feb 1st - 5th: Full Day \$185 per week | Half Day: \$125

(Regular Cost starting Feb 6th: Full Day \$250 | Half Day: \$185)

New this year:

More Space this year - UPSTAIRS & DOWNSTAIRS
Sibling Discounts

Camp Features:

Mobile Video Game Unit (Once a week)
Daily Swimming
Field Trip to Movies (Once a week)
2 Outdoor Fields
1 Outside Multi-Purpose Court
Arts and Crafts
Movie Room
Before and After Care


[Click Here for More Information](#)

CAMP EMAIL BLAST

Most camp offerings will be open to a much larger customer base than an after school program (ASP participants must come from that partnering school, while summer camp participants usually can come from any part of the school district). Having a healthy database in order to access as many families in a district with a camp site is essential so that “camp email blasts” can cover as much of the population as possible. Camp email blasts should:

- ▶ Visually change with each email blast
- ▶ Announce any promotions / deals
- ▶ Feature camp highlights or special activities

OTA ASP BROCHURE



“Professional coaches measure success in plays. College coaches measure success in championships. High school coaches measure success in titles. Youth coaches measure success in smiles.”
 — Paul Huddleston, Youth Coach

For more information:
info@overtime.com
www.overtime.com

Overtime Athletics

An after school athletic program designed to motivate young people to embrace a healthy lifestyle, while learning the fundamentals of sports.

Goals

Overtime Athletics is a safe and affordable program that strives to meet the same objectives as the mission for The National Parent Teacher Association:

To promote the welfare of children and to secure for all children and youth the highest advantage in physical, mental, and social education

SURGEON GENERAL'S WARNING:

The Surgeon General says that today's kids are in the "WORST" shape of any generation. He blames this trend on junk food, TV and LACK OF EXERCISE!

Why sit on the bench, when you can be in the game!



Everybody wins with Overtime Athletics. Participants' enthusiasm for Overtime Athletics stems from an combination of energy and fun, while parents are delighted with an alternative to TV, video games, and the Internet. Parents and teachers both acknowledge the danger children are confronted with during the often-unappreciated hours between the "bedtime out" and the "morning in". After school activity is a proven deterrent for children making the wrong choices when confronted with the increasing negative temptations they are faced with everyday.

Overtime Athletics understands that the foundation of the program, which includes sponsorship, physical fitness, and teamwork, are building blocks for life that succeed the coast and impact the learning process of growing up.



"Because every child plays, there are no bench warmers."

Rules of the Game — Here's how it works:

What can we accomplish, with youngsters of all skill levels, one hour after school, once a week, during one fall, winter, or spring session?

Overtime Athletics attempts to develop confidence in children, and enthusiasm for competing games, contests, and instruction creates a positive environment for young participants to succeed.

Our philosophy of dedication, discipline, and hard work guarantees participants' improvement in all aspects of athletics.

Overtime Athletics' proven curriculum for boys and girls of all skill levels puts in much emphasis on positive attitude and sportsmanship as it does on any athletic technique. Our dedicated instructors spend less in search time being playful, happier, less as they do providing quality instruction.

If it's not fun, if it's not about fair play, we don't do it.



Our Game Plan

Partnerships: Together, Overtime Athletics and your PTA create a winning team that accomplishes our common goals. We provide assistance with regards to scheduling, coordination, financial and other areas that reduce the ever-growing burden PTA Volunteers are confronted with from season to season.

Flexibility: Overtime Athletics provides 16 different programs with a format and system that can accommodate any elementary school's existing after school program in length of sessions, class, and age groups.



Our Team

Professionalism

Overtime Athletics requires all instructors to participate in our training program, which emphasizes safety guidelines and class management. Instruction is also required to participate in a background check.

Organization

Overtime Athletics' instructors are trained to implement a dismissal system, prepare a written game plan, and to create an environment that balances discipline and fun.

Our Equipment

Resources: Overtime Athletics provides all necessary equipment for programming, when otherwise specified. We have the ability and resources needed to implement multiple programs for one school during any individual session.

Expertise: Instructors are required to master Overtime Athletics' signature curriculum which reflects the latest techniques in youth coaching and includes the best games to maximize positive energy and skill development.



OVERTIME ATHLETICS' MISSION

- is to give:
- Health
- Involvement
- Growth
- Happiness
- Fun
- Instruction
- Value
- Entertainment
- Safety



For more information:
info@overtime.com
 Or visit us at www.overtime.com

ASP BROCHURE

Brochures are often the baseline for establishing the experience and professionalism of an organization and program. ASP Brochures can be printed and distributed or emailed by:

- ▶ Sending to Coordinators in the mail
- ▶ Dropping off at School Offices
- ▶ Emailed to interested parties

Brochures are a preview, not the entire story. Being prepared to subsidize the information in the brochure with further information during in person meetings or phone calls is essential to successful marketing and sales.

OTA SUMMER CAMP BROCHURE

What Can Overtime Athletics Do For You?

Bring the excitement of the Overtime Athletics Summer Camp experience to your location!

Overtime Athletics can fit your facility with the laughter and joy of children during the summer months. Whether you would like to rent your location to Overtime Athletics, form a partnership, or let Overtime Athletics take over your summer camp operations, we have the resources and experience you are looking for!

Overtime Athletics offers flexibility to meet your needs regarding when the camp runs, both time of day and weeks during the summer, as well as what area you can provide. We have run camps in ice skating rinks, indoor soccer fields, outdoor fields, gyms, classrooms, etc. You name it, we can do it!

We can accommodate any structural format that would fit the needs of the facility:
 • One week camp, multiple weeks' camp,
 • All summer camp, AM Sessions, PM Sessions



A few examples of partnership formats for you to consider:

1. OTA rents out your facility.

- Overtime Athletics would handle all logistics regarding the camp, i.e. registration, banners, merchandise, program, etc.
- Typical venue would include lights/indoor facility area, outdoor area, and meeting room for staff/paid coaches.

2. OTA partners with your organization.

- Overtime Athletics would handle all logistics regarding the camp, i.e. registration, merchandise, program, etc.
- There may be some cross-promotion and responsibilities that follow, i.e. OEA advertising for your organization in our after school programs, your organization being advertising for OTA camp at your location.
- Percentage fee split based on enrollment.

3. OTA takes over your summer's camps.

- All responsibility is handed to OEA.
- Overtime Athletics is now in charge of the entire summer camp.
- Percentage fee split based on enrollment.



For more information:
info@overtimeathletics.com
 Or visit us at www.overtimeathletics.com

"The leading provider in youth athletic programming"



If you're looking to win this summer,
PICK OTA FIRST!

A high energy, fun-filled, exciting camp experience that brings new life to those lazy days of summer.



Overtime Athletics has changed the game!

Our organization has discovered the key to winning... everybody winning.

Overtime Athletics understands that the foundation of the program, which includes sportsmanship, physical fitness, and teamwork, are building blocks for life that transcend the court or playing field, and impact the learning process of growing up.



Overtime Athletics attends to details, emphasis on fundamentals, and creates an environment for young participants to succeed. Our philosophy of discipline, structure, and hard work guarantees participants' improvement in all aspects of the game.

Overtime Athletics' proven curriculum for boys and girls of all skill levels puts an emphasis on positive attitudes and sportsmanship as it does on any contemporary athletic techniques. Our dedicated instructors spend just as much time being players' biggest fans as they do providing quality instruction.

We are a safe and affordable program that strives to meet the same objectives as all facilities, teachers and coaches:

To promote the welfare of children and to secure for all kids the highest advantages in physical, mental, and social education.



Motion Creates Emotion

Get off the bench, and get into the game!

If your organization is interested in hosting an Overtime Athletics summer program, get ready to hear the whistle blow, the cheers of the players, and the roar of the crowd. We design summer camps based on the needs of the facility and the wishes of the kids.

OEA specializes in sport specific camps including:
 Basketball, Soccer, Flag Football, Baseball, Lacrosse
 As well as a variety sports program, exposing kids to all kinds of sports, games, activities, tournaments and contests.



Our programs are equally successful indoors as they are outdoors. We pay particular attention to developing an environment that promotes our partnership by maintaining a flexibility, professionalism, and expertise that can team up with anyone who shares our passion for providing the best youth camp experience around.



Overtime Athletics' Mission:

TO GIVE:
H Health
I Involvement
G Growth
H Happiness
F Fun
I Instruction
V Value
E Enrichment
S Safety

SUMMER CAMP BROCHURE

Understanding that working on the summer session ALL year round is a reality of how important camps are to revenue, is essential. Camp Brochures should be distributed during interactions with other types of partners even if the topic isn't quite relative yet. Summer Brochures are a way of demonstrating:

- ▶ The options for the different ways OTA can run and provide summer camps
- ▶ The full scope of our business to ASP Partners
- ▶ A preview of how partnering relationships can grow

(Note: misrepresentation of summer activities in a brochure with inaccurate photos or descriptions can have negative consequences with customers (parents) when it comes to their expectations of what the offering will include)

OTA SUMMER CAMP FLYERS

Front

Brambleton Association Summer Camp 2017

EARLY REGISTRATION = SAVINGS!!!!

Feb 1st - 5th Steal Deal



SAVE UP TO \$60 per week
\$185 per week FULL DAY
\$125 per week HALF DAY

Starting Feb 6th Cost:
\$245 per week/\$185 Half Day



Overtime Athletics and Brambleton Community Association have partnered once again to offer one of the best camps around. Overtime Athletics Summer Camps are a little bit of this... and a little bit of that! Our model, honed over 13 years of providing fun and affordable summer camps, zeroes in on the best parts of traditional day camp like Sports, Games, Contests, Arts and Crafts, Team Building Challenges, and Special Activities, AND also incorporates the latest trends in youth programming to include, Scavenger Hunts, Video Game Bus, Water Games, Goofy Golf, Brain Buster Projects, and much, much more!



www.otathletics.com

Back

Come get a SLICE of SUMMER FUN!

Times:

Full Day: 9:00am - 4:30pm
Half Day Morning Only: 9:00am - 12:30pm
Before Care Available: 8:00 earliest drop off
After Care Available: 5:30pm latest pick up

Online Registration:

Step 1: www.otathletics.com
Step 2: Select your location
Step 3: Select Camps
Step 4: Select Brambleton Summer Camp

Camp Dates:

Week 1: June 12th - 16th
Week 2: June 19th - 23rd
Week 3: June 26 - 30th
Week 4: July 3rd - 7th (No Camp on 4th)
Week 5: July 10th - 14th
Week 6: July 17th - 21st
Week 7: July 24th - 28th
Week 8: July 31st - August 4th
Week 9: August 7th - 11th
Week 10: August 14th - 18th

DISCOUNTS:

Steal Deal Feb 1st - 5th (Best Deal)
STEAL DEAL CODE: StealDeal
Sibling Discount: \$15 Off Total Bill

AGES: 5-12 Years Old

Camp Features:

MORE SPACE - Up and Downstairs of the building
Daily Swimming
Once a week Mobile Video Game Truck
(Each child gets a 45 minute session)
Once a week FIELD TRIP to Movie Theatre
Arts and Crafts Rooms
2 outdoor fields and multi-purpose court
Organized games and competitions

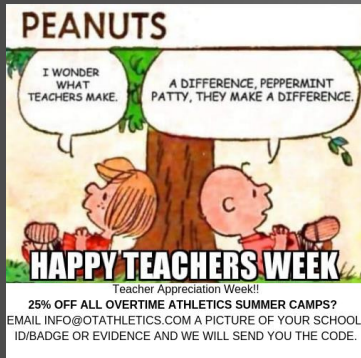
Questions:

Call: 703.437.1200

Email: info@otathletics.com

WWW.CANVA.COM

Canva.com has thousands of templates that you can use to create flyers, social media posts, banners, etc.. We recommend you set up a FREE account and use Canva.com for all design needs. All creations can be stored on canva for Free.



Gardens Ice House Summer Fun Camp



\$40 OFF PER WEEK (Galway Elementary)
Discount Code: GalwayPTA



June 17th – 21st
June 24th – 28th
No Camp July 4th Week
July 8th – 12th
July 15th – 19th
July 22nd – 26th
July 29th – Aug 2nd
August 5th – 9th
August 12th – 16th
August 19th – 23rd

PTA Discount Code Pricing

~~\$225~~
\$185
Per Week

Sibling Discounts
Payment Plans Available
Times: 9:00am - 4:30pm
Before Care Available
After Care Available
Boys & Girls Ages 6-12

EXCLUSIVE OFFER FOR GALWAY ELEMENTARY FAMILIES.
GALWAY PTA WILL RECEIVE \$10 PER CHILD THAT REGISTERS FROM GALWAY ES.

www.otathletics.com/nova



SUMMER CAMP FLYERS

Camp Flyers are a very versatile method of advertising and marketing camps. They should be designed to be used and distributed to a much broader audience than flyers for after school programs. Summer Camp flyers can be:

- ▶ Handed out by instructors at after school programs
- ▶ Taken to special events around the community
- ▶ Posted in area “hot spots”
- ▶ Left at lobby desks, front desks, information desks
- ▶ Emailed as attachments to interested customers
- ▶ Posted online

OTA POSTCARDS



Cassel's Sports Facility Summer Camp
Full & Half Day Sports & Activities
 OVERTIME ATHLETICS SUMMER CAMPS
www.otathletics.com

Presented by OTA:



WASHINGTON REDSKINS KIDS CAMPS 2016 AGES 6-13
 NORTHERN VIRGINIA, RICHMOND, LYNCHBURG, MARYLAND

The best non-contact Flag Football Summer Camp experience around for boys and girls. No experience is necessary and EVERYONE plays!

Find a Redskins Kids Camp near you, go to: www.RedskinsKidsCamps.com





OVERTIME ATHLETICS SUMMER CAMPS

Ages 6-12. OTA's mission is to give KID'S FLAG FOOTBALL. For over 12 years providing fun and affordable summer camps. Come for a week or the whole summer!

SPORTS, WATER GAMES, CONTESTS, ARTS & CRAFTS, BOUNCE HOUSE AND MORE!

Register online at www.otathletics.com
 Select Locations:



Horizon Elementary School Summer Camps

Week	Dates	COST
Week 1:	June 20th—June 24th	FULL DAY = \$175
Week 2:	June 27th—July 1st	HALF DAY = \$125
Week 3:	July 11th—July 14th	

9:00am—4:30pm (Before Care & After Care Available)
 Horizon Elementary Families can get an additional \$25 OFF with this Discount code: **HorizonFamily**
 ** \$20 Sibling Discount for ANY Family **

Register Online at www.otathletics.com
 Go to 'Location' > Virginia (Northern VA) Click Summer Camps 'Go' Select Camp

Follow us!
[f](https://www.facebook.com/otathletics) [i](https://www.instagram.com/otathletics)
www.otathletics.com

Gardens Ice House Summer Camp 2016
February 1st - 3rd
— Steal Deal —
Weekly Prices
Full Day Option: \$165
Savings up to \$100 if you register before Feb 3rd!

To Register www.otathletics.com

- Locations
- OTA Maryland
- Summer & Vacation Camps
- Gardens Ice House Summer Camp

Returning Family Discount Code: **OTAFamily**
 Questions - Info@otathletics.com



POSTCARDS

Postcards are a valuable tool in advertising and marketing efforts for a couple of reasons:

- ▶ Cost effective (to create and print)
- ▶ Space effective (easier to handout)
- ▶ Graphically easier to change for different program offerings
- ▶ More effective way to announce a price “special” or “steal deal” promotion

Postcards can be distributed the same ways flyers can be, but have the added bonus of being utilized as direct mail. Postcard postage is cheaper than a regular letter.

OTA YARD SIGNS



OTA Camp Yard Signs

- Order from: www.SignsOnTheCheap.com



YARD SIGNS

Taking advantage of “high traffic” areas is an important factor to consider in marketing. Yard Signs can achieve this goal with both foot traffic and vehicle traffic. They are a common and effective tool to get your service, program, and organization noticed. Print/Font size is crucial in the effectiveness of yard signs. Understanding, that depending on the location (school grounds vs public streets and roads vs private property), rules, regulations, and maybe even laws apply to the practice of setting up yard signs for advertising purposes. When placing signs, consider:

- ▶ Angle of Message
- ▶ Durability
- ▶ Sturdiness

OTA BANNERS



Overtime Athletics **WOODINVILLE SPORTS CAMP**

SPORTS, GAMES, CONTESTS, ARTS & CRAFTS AND SPECIAL ACTIVITIES

9AM-4:30PM Ages 6-12 Before/Aftercare **CAMP WEEKS: June to August**

SIGN UP AT www.otathletics.com OR 206.305.0869



BANNERS

Large banners promoting programs are effective, but also more expensive than other types of advertising due to the cost of having them made. The other factor to consider is whether the banner can be re-used. How specific the details are of the banner, is the factor for whether or not the banner can be used at a later date or a different location. When positioning banners, consider:

- ▶ Inside or Outside depending on locations proximity to street traffic (or highway traffic)
- ▶ Making sure they are properly hung up or staked to withstand weather like wind (hanging a banner that no one can read is useless)

OTA POSTERS



Presented by



**Come get a slice of
Summer Fun!**



**We specialize in creating
high energy, safe and fun
environments for participants
to EXPLORE and GROW.
Come play in our "Garden"**

Our all day program includes a wide variety of team and individual sports set at the Gardens Ice House, and in the adjacent Fairland Regional Park and Aquatic Center, including Fast Break Hoops Basketball, Slap Shots Floor Hockey, Kickers Camp Soccer, Batter-Up Baseball, Pro Flaggers Football, Bump/Set/Spike Volleyball, Kickball, Capture the Flag, Survivor Scavenger Hunt, Little Olympics Field Days, Ice Skating, and Swimming. Each of these activities will be presented to our participants in a way that maximizes skill development, fair play, and fun!

Heads Up!

Every new day this summer means a new THEME:

See guest speakers and performers in our **MONDAY MEETING!**

Be ready to use your creativity in our **TUESDAY TASK!**

Get ready to choose your favorite activity on our **WHATEVER WEDNESDAY!**

Look forward to the fun challenges of **THINKING THURSDAY!**

Finish off the week of camp with the excitement of **FANTASTIC FRIDAY!**

Sign up TODAY!



POSTERS

Hanging posters in partnering facilities is a great way to promote programs, camps, and activities. The size of posters allows for designs to really include some very detailed information. How posters are displayed is very important to consider. Posters can be hung:

- ▶ Posted on bulletin boards
- ▶ In frames on a wall
- ▶ Leaning on easels
- ▶ Placed in special stands

Using special stands can often mean that the poster can be displayed showing the front and back. If this is an option, the design should reflect that.

OTA NEWSLETTERS

Front

OVERTIME ATHLETICS NEWSLETTER

THE SCOREBOARD

VOLUME 2, ISSUE 2
SUMMER, 2005

INSIDE THIS ISSUE:

Manager's Message	1
Under the Lights	1
News & Notes	2
Year in Review	3
School's Out	3
Coach's Corner	4
www.otathletics.com	

"Manager's Message"

On behalf of the directors of Overtime Athletics we would like to say "thank you" to all those individuals who made this year's after school programs such a huge success. The combined efforts of PTA volunteers, principals, parents, and our dedicated staff of instructors is the perfect mix for giving students quality programming.

The PTA volunteers who so unselfishly dedicate their time and efforts to providing positive after school experiences to their students deserve nothing less than the highest of HIGH FIVES. We have spent this past year listening to their concerns and already have instituted policies to make "their lives easier". Our scheduling system is now able to accommodate those coordinators who put together their calendars well in advance. We have created a special position and increased our staff of instructors in order to accommodate make up classes and ever changing scheduling scenarios that affords coordinators are routinely requesting. We have incorporated class offerings, like floor hockey and volleyball, at the request of coordinators who were interested in addressing the wishes of students and parents.

Improving our systems of operation, which in turn increases our level of service to the participants of our programs, leads us to embrace our staff's concerns and ideas. Beginning next fall, OTA will have launched a virtual office to allow our staff to remain connected to innovative and new curriculum, company wide weekly announcements, and changing instructor assignments. The on-line site will continue to increase the teamwork philosophy that is essential to the success our staff has with Overtime Athletics

and our partners.

As we continue our efforts to become a part of the Fairfield, Connecticut and Westchester, New York communities, we will be sure to continue to listen to and accommodate the needs and desires of those who we are working with. We can't wait for the games to begin next fall!

"Under the Lights"

OTA Conducts Focus Group for PTA Coordinators

This past spring Overtime Athletics asked a select group of after school coordinators to weigh in on a variety of issues concerning the after school environment, their positions, and how OTA stacks up compared to other providers.

When asked what attracts organizers to a program, the most common answers given were variety, affordability, fun, and flexibility of provider.

Materials described as helpful in making the decision to run a program included course description, testimonials or references, and company brochure.

80% of coordinators remarked that the greatest difficulty in running a program is finding space for the activity to take place.

Instructors maintaining discipline in their classes, was recognized as

one of the best ways for an after school coordinator's role to be made more manageable.

Instructor/Student ratio ranked extremely important to all PTA volunteers who participated in this focus group.

How does OTA stack up compared to other program providers?

- 100% of focus group participants ranked OTA better in:
1. Customer Service
 2. Reliability
 3. Affordability
 4. Professionalism of Instructors
 5. Organization of Classes
 6. Participant satisfaction when it comes to FUN!

I haven't found one better. Well run, reliable, and a good price. I have such a comfort in dealing with OTA that I'm using you more and more. Oting providers have caused me too much stress!

Back

Overtime Athletics
Newsletter

105 Fifth St.
Suite 100
Mford, CT 06905



Phone: 203.353.8773
Fax: 203.359.1259
Toll Free: 866.353.8773

Email: info@otathletics.com



We wish you all a healthy, happy and safe summer!

OUR MISSION: TO GIVE

H ealth
I nvolvement
G rowth
H appiness

F un
I nstruction
V alue
E nrichment
S afety

"COACH'S CORNER" Overtime Athletics Themes of Competition

Just as important as teaching the students of our programs the fundamentals and skills of the various sports we offer programs in, we believe that the themes of athletic competition are equally as vital to educate our participants. These themes include sportsmanship, teamwork, the value of practice, and making fun a priority in their athletic endeavors.

organization receives far too often: "I'm so glad to see that you guys make fun your priority. My eight-year-old just quit his favorite sport, soccer, because the coach was mean. He doesn't even want to sign up again. So I'm

The kids are really enjoying your classes (lacrosse, cheerleading, net sports and volleyball). I especially like your team-building strategies that you bring to the programs.

Lori Lazarus, After Co-Coach (D. Griffin Elementary)

We are constantly made aware of the terrible experiences that parents and players have with their rec. league play, and make every effort to combat those scenarios with the mission of our classes.

thilled we can offer and provide "fun" sports through your programs! The kids just love it!"

We know that at the end of the game, the only thing that really matters is that the players want to come back and play again. As soon as coaches make the experience about something else, rather than the development and excitement of their players, they have failed in their job to cultivate young athletes. OTA will never forget to be — not only coaches, but **fun** of our participants.

Energy * Participation * Fun
The following note is one that our

OTA NEWSLETTERS (INSIDE)

Middle

PAGE 2

VOLUME 2, ISSUE 2



OTA NEWS & NOTES

The OTA Library Enrollment Program was designed to give Overtime Athletics an opportunity to have an impact on students who don't participate in our athletic classes. OTA has donated \$200 to Glenville Elementary School's library for enrolling over 250 students during our fall, winter, and spring sessions. The most of any of our partnerships - Congratulations!

The "Back to School" PTA Enrollment Fundraiser is a program that is designed to reward coordinators who make an extra push to meet enrollment goals during our fall session. For every class with at least 20 participants, OTA donated \$50 to that school's PTA. Congratulations to our partnerships that took advantage of this opportunity.

This past year, Overtime Athletics contributed to the Paul Adams Scholarship Fund and the UNICEF Tsunami Relief Effort.

OTA's Director of Development, Chris Horich, coached the Darien YMCA's sixth grade boys travel basketball team to a 9-0 record before losing in the semi-finals of the league tournament. OTA's Director of Programming, Chris Whelan, coached the Darien YMCA's fifth grade boys travel basketball team to an undefeated record of 17-0 and a league championship. Congratulations to all the boys who played so hard for these two teams.

OTA continued to build our role in the youth athletic community by providing league clinics in Darien, Westport and Fairfield. These clinics were conducted in basketball. We look to continue this role next year and expand our involvement to include football and soccer league clinics.

The Overtime Athletics AAU Basketball program had a fantastic spring season. The program now includes 4 teams. The U-11 team won the Connecticut state tournament qualifying them to compete in nationals being held in Louisville, KY this July. Good Luck!

OTA has created a new position within our team. The Team Captain position is designed to provide additional evaluation for our programs, continue to train our instructors, and assist in scheduling changes.

Overtime Athletics will be expanding our programs to Long Island, NY. This expansion effort will take place in the fall of 2005.

OTA's web development team is currently constructing a new website to be launched in August. Make sure you check out our new features and divisions of Overtime Athletics. (www.otathletics.com)

Congratulations to Chris Whelan, OTA's Director of Programming, for accepting the head coaching position for the Darien High School's Varsity Basketball Team. Good luck this winter!

THE SCOREBOARD

PAGE 3

"2004 / 2005 Record" Year in Review: OTA's Annual Report

"Your coaches are EXCELLENT. It has been superb. I feel like you can tell when the coaches are having fun, genuine fun, and the kids feed off that. It's so nice to see."

- Colleen Barker, PTA Coordinator, Sherman Elementary (Fairfield, CT)

"The kids are really enjoying your programs, and we will definitely plan to call on you again for next year."

- Alison Savitch, Co-Chair, Roaring Brook Elementary (Chappaqua, NY)

"Instructors are polite, reliable, and knowledgeable. Management is efficient, flexible, patient and pleasant to work with. These qualities are not always consistent with other programs. It's a pleasure to work with OTA."

- Sheila Viger, Afters Coordinator, Milton School (Rye, NY)

"We received positive feedback from kids and parents on the program. The fees were extremely reasonable. OTA staff was very responsive when we had to reschedule a class. It was a pleasure working with OTA."

- Annette Lefrier, Afters Coordinator, Middlebrook Elementary (Trumbull, CT)

"I appreciate OTA's cooperation with last minute changes to dates, etc. I have heard nothing but great feedback about your staff and the classes."

- Helma Gregor, Afters Coordinator, North Mianus Elementary (Greenwich, CT)

Number of Schools who participated in an OTA After School Program : 42

Number of After School Programs OTA implemented during fall, winter, and spring sessions : 190

Number of Classes OTA Instructors coached during the three programming sessions : 1,530

Total number of Students enrolled in an OTA Program : 3,604

WINS : 3,604

LOSSES : 0



"School's Out!" - OTA's Summer Camp Schedule for 2005

- ROSCCO Summer Program, Stamford, CT (June 27 - July 29)
OTA will be providing the athletic programming for this fantastic summer experience for elementary school children. ROSCCO is a non-profit organization specializing in before and after school care. Their summer programs are designed to provide children with a positive place to be while parents are at work. OTA is thrilled to be a part of their summer camp.
- Edison Basketball Camp, Alexandria, VA (July 11 - 15 & July 25 - 29)
OTA's partnership with Ivan Thomas, head coach of the Edison Varsity Basketball team continues this summer, providing a high energy basketball camp with special emphasis on skill development.
- Randolph Mason Basketball Camp, Ashland, VA (July 31 - August 4)
OTA's Director of Programming, Chris Whelan, will be a featured instructor for this complete basketball experience.
- Ridge Community Day Camp, Westport, CT (August 1 - August 19)
OTA has been asked to provide special athletic activities to campers for this August experience. Participants will be exposed to a variety of sports programming with heavy emphasis on games.
- Overtime Athletics Sports Camp Sponsored by Darien Town Hall, Darien, CT (August 8 - 12 & 22-26 & 29 - Sept 2)
OTA is back with the Town Hall for three sessions in August for a total sports experience. The enthusiasm of last summer is sure to carry over to this August with a fantastic variety of the traditional sports mixed with a flavor of some new activities.
- Overtime Athletics Summer Sports Camp, Fairfield, CT (August 15-19)
Location: South Pine Creek Park on Old Dam Road. Sports will include: soccer, flag football, lacrosse, kickball, dodge ball, capture the flag, floor hockey, and handball. For camp registration please visit www.otathletics.com/camps.html

NEWSLETTERS

Despite the advancements in technology, people still love getting things in the mail the old fashioned way. Newsletters that can be mailed home are a more effective way of providing detailed information in contrast to online newsletters, which should be concise. Newsletters can be created to establish a format that is duplicated each issue. Sections could include:

- ▶ Managers Message
- ▶ Coaches Corner
- ▶ Programming Highlight
- ▶ News and Notes

Considering the cost of printing and postage is important when deciding to use this advertising and marketing tool.

OTA DIRECT MAIL



Come Get a Slice of Summer Fun!

Online Registration:

- Step 1: Visit www.otathletics.com
- Step 2: Select Your Location
- Step 3: Select Camps

Times:

Full Day: 9:00am - 4:30pm
 Half Day Morning Only: 9:00am - 12:30pm
 Before Care Available: 8:00am earliest drop off
 After Care Available: 6:30pm latest pick up

STEAL DEAL SAVINGS!

- 1 Week: \$160 ~~\$135~~
- 2 Weeks: \$295 ~~\$245~~
- 3 Weeks: \$430 ~~\$355~~

STEAL DEAL CODE: StealDeal

*Available February 1st - 15th. Cannot combine with any other offers.

SIBLING DISCOUNT

\$15 OFF

Total bill for brother or sister.

*Available February 1st - 15th. Cannot combine with any other offers.

AGES: 5-12 Years Old

Basketball Camps: 9am - 2pm

Session 1: July 17th - 21st | Rising 3rd - Rising 6th Grades | St Joes School, Herndon
 Session 2: July 24th - 28th | Rising 7th - Rising 9th Grades | St Joes School, Herndon

Flag Football Camps: 8:30am - 12:30pm

Session 1: July 10th - 18th | Rising 2nd - 6th Grades | Baron Cameron Park, Reston
 Session 2: August 7th - 11th | Rising 2nd - 6th Grades | Grange Field, Great Falls

Soccer Camps: 8:30 - 12:30 pm

Session 1: June 26th - 30th | Rising 2nd - 6th Grades | Grange Field, Great Falls
 Session 2: August 14th - 18th | Rising 2nd - 6th Grades | Baron Cameron Park, Reston



For Questions
 Call: 703.437.1200
 Email: info@otathletics.com
 Website: www.otathletics.com



Come Get a Slice of Summer Fun!

Online Registration:

- Step 1: Visit www.otathletics.com
- Step 2: Select Your Location
- Step 3: Select Camps
- Step 4: Select Gardens Ice House

Times:

Full Day: 9:00am - 4:30pm
 Half Day Morning Only: 9:00am - 12:30pm
 Before Care Available: 8:00am earliest drop off
 After Care Available: 6:30pm latest pick up

STEAL DEAL SAVE UP TO \$65 Per Week

FULL DAY \$290 ~~\$165 PER WEEK~~

STEAL DEAL CODE: StealDeal

*Available February 1st - 15th. Cannot combine with any other offers.

SIBLING DISCOUNT

\$15 OFF

Total bill for brother or sister.

*Available February 1st - 15th. Cannot combine with any other offers.

AGES: 5-12 Years Old

Camp Dates:

- Week 1: June 19th - 23rd
- Week 2: June 26th - 30th
- Week 3: July 10th - 14th
- Week 4: July 17th - 21st
- Week 5: July 24th - 28th
- Week 6: July 31st - August 4th
- Week 8: August 7th - 11th
- Week 9: August 14th - 18th
- Week 9: August 21st - 25th

Camp Features:

- Ice Skating
- Swimming
- Once a Week Mobile Video Game Truck (Each child gets a 45 minute session)
- Arts and Crafts Rooms
- 2 Outdoor Fields and Multi-Purpose Court
- Nature Trails and Outdoor Playground

For Questions
 Call: 730.437.1200
 Email: info@otathletics.com
 Website: www.otathletics.com



SONO Field House Summer Camp 2017

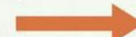
EARLY REGISTRATION = SAVINGS!!!!



DON'T MISS OUR February 1st - 5th Steal Deal! SAVE UP TO \$60 PER WEEK

After Feb 5th Regular Price: \$225 per week/\$185 Half Day

See reverse side for special offer details!



© 2017 Mudick Mail

703-437-1200

10/5/16-01

OTATHLETICS.COM

Overtime Athletics and SONO Field House have partnered once again to offer one of the best camps around. Overtime Athletics Summer Camps are a little bit of this... and a little bit of that! Our model, honed over 13 years of providing fun and affordable summer camps, zeroes in on the best parts of traditional day camp like Sports, Games, Contests, Arts and Crafts, Team Building Challenges, and Special Activities, AND also incorporates the latest trends in youth programming to include Scavenger Hunts, Video Game Bus, Water Games, Goofy Golf, Brain Buster Projects, and much more!



DIRECT MAIL

Communicating directly with potential or returning customers is an important strategy to figure out. Direct Mail is a PROVEN tactic in advertising programs directly. The cost of printing and postage are a factor in determining whether or not to send literature home. Professionally designing them is a must, and deciding whether or not to acquire community mailing addresses should be considered as well. The cost of acquiring mailing addresses is based on volume and minimum amounts are standard. Mailing addresses might also be acquired by:

- ▶ Requesting mailing address database from partnering organization
- ▶ Previous customer data

PTA FUNDRAISER FOR LOCAL CAMPS

**PTA Discount for Summer Camp
(Colin Powell Elementary Families)
Discount Code: ColinPowellPTA**

Centreville Elementary PTA Summer Camp

Camp located @ Centreville Elementary

Online Registration:

- Step 1: www.otathletics.com
Step 2: Select your location
Step 3: Select Camps
Step 4: Select your School

Must register before May 1st to get this deal!!

Fees:

Week Cost: ~~\$225~~ - **\$175**

Sibling Discounts

****Week 1 is only Wednesday—Friday and will be discounted rate*****

Dates & Times:

- Week 1: *****June 20th-22nd**
Week 2: June 25th-29th
Week 3: July 9th-13th
Week 4: July 16th-20th
Week 5: July 23rd-27th
Week 6: July 30th-Aug 3rd
Week 7: August 6th-10th

Full Day: 9:00am-4:30pm

Before Care Available (8:00am)

After Care Available (5:30pm)

Ages: 6-12

Optional Lunch (Chick-Fil-A & Dominoes)

Overtime Athletics Summer Camps are a little bit of this... and a little bit of that! Our model, honed over 15 years of providing fun and affordable summer camps, zeroes in on the best parts of traditional day camp like Sports, Games, Contests, Mobile Video Game, Arts and Crafts, Team Building Challenges, and Special Activities. AND also incorporates the latest trends in youth programming to include, Scavenger Hunts, Bounce Houses, Water Games, Goofy Golf, Brain Buster Projects, and much, much more! Whether you come for a week or the whole summer, our expert team understands how to keep camp fresh and fun. Our proven curriculum and programming formula allows us to roll through the day weaving high intensity and low impact activities together so that every type of kid has their moment to shine. Come get a slice of summer fun!



Questions?

Call: 703.437.1200

Email: Info@otathletics.com

*These materials are neither sponsored nor endorsed by the Fairfax County School Board, the Superintendent, or this school.

**Discount for Summer Camp
(Floris Elementary Families)
Discount Code: FlorisPTA**

Cassel's Sports Complex Summer Camp

Online Registration:

- Step 1: www.otathletics.com
Step 2: Select your location
Step 3: Select Camps
Step 4: Select your Facility

Weekly Cost:

Full Day: ~~\$225~~ - **\$175**

Use the code: 'Floris PTA'
to receive \$50 OFF per
week.

Dates & Times:

- Week 1: June 18th-22nd
Week 2: June 25th-29th
Week 3: July 9th-13th
Week 4: July 16th-20th
Week 5: July 23rd-27th
Week 6: July 30th-Aug 3rd
Week 7: August 6th-10th
Week 8: August 13th-17th

Before Care Available (8:00am)

After Care Available (5:30pm)

Ages: 6-12

Optional Lunch (Chick-Fil-A & Dominoes)

*These materials are neither sponsored nor endorsed by the Fairfax County School Board, the Superintendent, or this school.

Endorsed by Floris PTA

Overtime Athletics Summer Camps are a little bit of this... and a little bit of that! Our model, honed over 15 years of providing fun and affordable summer camps, zeroes in on the best parts of traditional day camp like Sports, Games, Contests, Mobile Video Game, Arts and Crafts, Team Building Challenges, and Special Activities. AND also incorporates the latest trends in youth programming to include, Scavenger Hunts, Bounce Houses, Water Games, Goofy Golf, Brain Buster Projects, and much, much more! Whether you come for a week or the whole summer, our expert team understands how to keep camp fresh and fun. Our proven curriculum and programming formula allows us to roll through the day weaving high intensity and low impact activities together so that every type of kid has their moment to shine. Come get a slice of summer fun!



Questions?

Call: 703.437.1200

Email: Info@otathletics.com

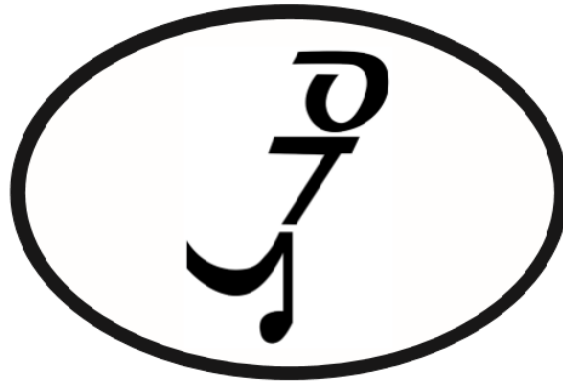
*These materials are neither sponsored nor endorsed by the Fairfax County School Board, the Superintendent, or this school.

PTA FUNDRAISER

This has been a fantastic idea that is a WIN/WIN for your business and the School. We will ask the school if they will partner with us on a Fundraising Opportunity where we will give all Families @ their school a discount on our Summer Camps (You will create a code for that school). In return, we are giving them \$10 per child that registers in our camp.

Hopefully the school allows up to have flyers made and dropped off at the school for all the kids to take home. Some PTA's will also include it in their newsletter and social media accounts.

OTA STICKERS / MAGNETS



STICKERS / MAGNETS

Spreading the brand takes on many shapes, forms, and sizes. Implementing successful programming and developing a reputation for great service is obviously the foundation for building a great brand, but considering the “look” and “feel” of each Overtime Athletics Territory should demand some consideration. Magnets and stickers are low cost, easy methods for promoting the brand. Distributing magnets and stickers to both staff and program participants are effective ways of spreading the “OTA word”.

Stickers and magnets can be used:

- ▶ Handouts to program participants
- ▶ Thank you's to staff and families
- ▶ Requests to individuals in the network to display OTA as a favor

MARKETING OPPORTUNITIES

The background is a dark gray gradient with a light gray grid of small dots. At the bottom, there is a decorative wavy shape with a green-to-yellow gradient, separated from the main background by a white line.

GO TO WORK!

Always exhaustively investigate the potential opportunities to get the word out about Overtime Athletics Programs to the members of the communities you have partnered with.

- Back to School Night
- School Fair
- Lunch and Recess Demonstration
- Open House
- PTA/PTO Meeting
- School Student Assembly

PREP

The type of event will determine the kind of preparation necessary to be ready to market Overtime Athletics. Considering whether the event is professional (PTA meeting) or athletic (fair, field day, demonstration) is the first step in knowing how to prepare. Also whether the opportunity includes adults or adults and kids. Preparing includes:

- ▶ Attire (director? staff?)
- ▶ Marketing Materials (brochures, flyers, post card, etc..)
- ▶ Signage and Table or Booth Display (table cloth, banner, etc..)
- ▶ Sports Equipment, Registration Forms, Prizes
- ▶ Supplies (pens, handouts (t-shirts/water bottles), sign up sheet)
- ▶ Technology (laptop, iPad)
- ▶ Presentation (slide show, video, etc..)

EXECUTION

Having a plan for the marketing opportunity is essential in putting the brand's best foot forward. Just as the preparation is dictated by the type of event, so is the plan:

- ▶ Know environment and parameters for “set up”
- ▶ Practice meeting presentation
- ▶ Create lesson plan (agenda) for program demonstration
- ▶ Meet with any employees participating before hand
- ▶ Understand any safety factors
- ▶ If athletic setting, clear rules and guidelines for participation

SAMPLE "BOOTH"



DATABASE

“THE DATABASE”

It is essential to collect contact information for future marketing purposes. This is conveniently done with online registration, but a more difficult effort when OTA does not handle program registration. Collected information for the database should include:

- Student and Parent Names
- Attending School
- Attending Program or Camp
- Parent Mailing Address
- Parent Email Address
- Parent Phone Number
- Student Birthday

TRADITIONAL

Using the database to stay in touch with customers by sending email blasts or direct mail home are common marketing methods that prove very useful with regards to creating new partnerships, announcing programs for a new session, increasing enrollment, and making families within the network aware of promotions and pricing deals to take advantage of. Additionally, an organized database is important to target:

- ▶ Families by geography (towns, schools, etc..)
- ▶ Specific age groups, grades, genders
- ▶ Specific customer history (types of programs they have been in)
- ▶ Child's birthday

NEXT LEVEL

Database information can be used for other unique marketing efforts besides direct mail and email contact.

- “Text Marketing” is the act of sending out advertising messages to smart phones via text messages.
- “Robocall” is a phone call that uses a computerized auto dialer to deliver a pre-recorded message.

Both of these methods are facilitated by using companies that specialize in this technology. Considering cost, timing, and wording/language are very important factors to consider when utilizing these marketing techniques.

BEING PRESENT

HAVING A SCHOOL PRESENCE

- ▶ Find ways to become a part of the school community. It's important to make the OTA Brand a part of school life. In order to achieve this you need to develop relationships with school principals, school administration, and school PTA Coordinators, all of whom can grant permission for the following:
 - Yard Signs in Front of School
 - Banners Outside School Entrance
 - Posters in School Hallway
 - Table Display
 - Posting on School Website and Facebook Page

SCHOOL EVENTS

- ▶ Every school has events for their families whether they are Parent Teacher Events or School Events. Be present at these:
 - ▶ Back to School Night
 - ▶ Parent Teacher Conferences
 - ▶ Ice Cream Social
 - ▶ Movie Night
 - ▶ Science Fair
 - ▶ Band performances
 - ▶ Elementary vs Elementary Sporting Events
 - ▶ Carnival Nights
 - ▶ AND MANY MORE!

Drop some flyers on Cars during these events if you are unable to get inside.

HAVING A NEIGHBORHOOD PRESENCE

- ▶ Find ways to become a part of the neighborhood community. Volunteering and coaching in youth organizations is a great way to achieve this.
- ▶ Sponsoring activities, donating time and energy for community events is a proven way to become a trusted member of the community.
- ▶ Be looking for “hot spots” and “highlight events”
 - The Bulletin Board Plan (posting announcements at neighborhood “hot spots”)
 - Faith Based Organizations near schools (contain a concentration of potential customers and regularly hold “highlight events” for communities)

THE BULLETIN BOARD PLAN

The act of getting marketing materials posted:

- ▶ What are “hot spots”?
 - Grocery Stores
 - Coffee Shops
 - Juice Bars
 - Fitness Centers
 - Parks and Rec Departments
 - Community Centers
 - Local Libraries

THE HIGHLIGHT EVENT PLAN

The act of participating in community events:

- ▶ What are “highlight events”?
 - Community Programs
 - Holiday Events
 - School Fairs
 - Town Carnivals
 - Races Events
 - Parades
 - Festivals
 - Sporting Events

CONNECTING-WITH-CONNECTORS

- ▶ Finding the “network” of influencers in each community we offer our service in is essential to our brand flourishing.
- ▶ Connecting with individuals that can bring our service into organizations and also assist us in reaching potential customers will aid in the growth of the program.
- ▶ This network includes:
 - School Personnel
 - School Volunteers (PTA Members – Presidents, After School Coordinators)
 - Rec League Commissioners and Youth Coaches
 - Family and Community Bloggers
 - Leaders of Moms and Dads Groups

DECISION MAKERS - STRATEGIES

Contacting the people in organizations who make the decisions is the goal of any effort intended to make a marketing impact. Some of these people and places and how to connect include:

- ▶ Obtaining emails and contact info for Principals, Guidance Counselors, School Nurses, School Phys Ed Teachers
- ▶ Obtaining emails and contact info for Rec and Travel League Directors, Commissioners, Coaches, Tournament Hosts
- ▶ Obtaining emails and contact info for Faith Based Organization Youth Directors, Ministers, Priests, Pastors, Worship Leaders, Rabbi's, Imam's
- ▶ Obtaining emails and contact info for "professionals outreach" including Pediatricians, Police Departments, Fire Departments, Youth Non Profits

MEDIA

MEDIA ADVERTISING:

- ▶ “The means of communication, as radio and television, newspapers, magazines, and the Internet, that reach or influence people widely”
- ▶ Options:
 - ❖ Periodicals (magazine, newspapers)
 - ❖ Radio
 - ❖ TV
 - ❖ Websites

MEDIA ADVERTISING STRATEGY

- Investigating the media outlets that can be utilized to promote the brand is essential in developing a well rounded marketing strategy

MEDIA Outlet	TYPE	CONTACT	CONTACT INFO	COSTS
Periodicals				
Town Times	Weekly Newspaper	Frank Smith	Fsmith@TTimes.com	\$100 – Half Page
Radio				
Lite98	FM Radio	Kim Smart	Ksmart@98fm.com	\$100 – 30 Sec Ad
TV				
PBS	Network TV	Tom Johnson	TJ@PBS.com	\$100 – 1 Min Ad
Websites				
TownMom.com	Website/Blog	Ann Blue	ABlue@gmail.com	\$100 – Week Post

SOCIAL MEDIA

ADVERTISING

Operating without recognizing the power of social media is a mistake. Attention to detail is a requirement to successfully utilize these platforms. Understanding how to boost posts on Facebook & Instagram, includes recognizing the data that drives traffic:

- Cities
- Demographics
- Interests
- Schools
- Likes

FEEDBACK AND COMMENTS

There is no question that social media can be a double edged sword. It is a very effective tool for marketing and getting the word out about programs and services, but it is also a platform for customers to be able to share their experiences participating in these programs and services – both good and bad (legitimate and non-legitimate). You must recognize that avenues exist for feedback and comments, to include:

- ▶ Partnership and School website and Facebook pages
- ▶ Community “Parent Bloggers”
- ▶ Sites that post crowd-sourced reviews (YELP)

It may often be impossible to “fix” a comment or feedback, but acknowledging the post is essential in protecting the brand.

SPONSORSHIPS

OTA SPONSORSHIP OPTIONS

Supporting the community by spending FOR the community is a tried and true way to get recognized by a customer base. Sponsorship opportunities are everywhere to include:

- ▶ Elementary Student Magazine
- ▶ School Directory / Phone Book
- ▶ PTA Auction Donation (Give away a Free Week of Summer Camp)
- ▶ School Calendar
- ▶ School Yearbook
- ▶ PTA Fundraiser Participation
- ▶ Scholarship Strategy

PROMOTIONS

ENROLLMENT PROMOTIONS

EVERYONE likes a deal. There are a variety of promotions that can be implemented for after school programs, camps, and clinics:

- ▶ Steal Deal
- ▶ Early Bird
- ▶ Multiple Weeks
- ▶ Sibling Discount
- ▶ Sign up for X amount of weeks, get 1 Free
- ▶ Area Business Employee Discount
- ▶ Teacher Discount
- ▶ PTA Member Discount
- ▶ Fire/Police Discount

ENROLLMENT PROMOTIONS CONT.

- ▶ Youth Contest
- ▶ School Raffle Opportunity
- ▶ Specific Elementary School Discounts
- ▶ Sign Up, Get an OTA Gift
- ▶ Refer a Friend / Bring a Friend
- ▶ First Time Price
- ▶ First 10 to sign up deal
- ▶ Enrollment Competition
- ▶ End of the Year Play Day (free for past participants)
- ▶ Free week for PTA Coordinators

OUTSIDE THE BOX MARKETING

IDEAS:

- ▶ PTA Conferences
- ▶ Editorial Submissions
- ▶ Rec League Handouts
- ▶ OTA Ambassador Program (incentivize someone to promote program)
- ▶ Neighborhood Mailbox Flyers
- ▶ Windshield Postcards
- ▶ School District Superintendent
- ▶ Endorser (pro athlete)
- ▶ Company Sponsorship
- ▶ Portion of Proceeds Goes to Community Cause
- ▶ Moms and Dads Groups
- ▶ Sponsor Event (race, sporting event)

CUSTOMER ENHANCEMENT

CUSTOMER COMMUNICATION

The customer (and parent) of today is a demanding one. Organizations that can adapt to this new level of expectations will be the ones that grow and thrive. Competitors will be compared to the level of service that others are providing and not making customer communication efforts will be noticed. Some forms of this type of communication include:

- ▶ “Welcome Emails” for ASP and Camps containing program announcements prior to the first day
- ▶ “Update Emails” for families informing parents of the status and highlights of the class, program, or camp
- ▶ “Thank You Emails” for families at the conclusion of a program demonstrating gratitude for having attended and an invitation to see them in the future

“THANK YOU” MARKETING

“Please” and “Thank You’s” can go a long way. Thanking Principals, PTA’s, Parks and Rec Directors, Owners of Partnering Facilities, and Parents are all part of OTA’s best practices. All methods of communication should be considered for “Thank You” marketing, but the handwritten note is still the undisputed king for demonstrating a personal touch and conveying a real sense of partnership. “Thank You’s” build relationships and loyalty amongst partners and customers. Any “Thank You” Marketing should:

- ▶ Be carefully written and reviewed for errors and accuracy
- ▶ Be properly addressed
- ▶ Personal (where applicable)

THANK YOU NOTE SAMPLE

PTA Coordinator Thank You Note (School Year Closeout)

Dear _____,

Thank you so much for leading the effort to organize an enrichment program at _____ that allows the students to explore healthy and fun activities after school. Overtime Athletics is thrilled to be a partner in this very important mission to strengthen the development of these children. Your support this past year has been tremendous. We wish you a safe and exciting summer. I look forward to continuing our efforts together this fall. Talk to you soon.

Thanks again.


OTHER "THANK YOU" SAMPLES



Overtime Athletics would like to say **thank you** for your time and effort in **setting up the after school programs at your school. You are greatly appreciated by us.**

Please enjoy this starbucks card and we will see you in the **WINTER!**

www.otathletics.com



Overtime Athletics

Summer 2016

THANK YOU


Overtime Athletics (OTA) would like to say **thank you** for being a part of our summer program. OTA ran camps in: VA, MD, NC, CT, WA, & CO with over 5,000 children in attendance.

Overtime Athletics runs After School Programs during the year and we work with over 500+ elementary schools. If we are **NOT** at your child's school, **help us get involved with your PTA/O or Administration and camp will be FREE next summer.**

We hope your family has a wonderful 2016-2017 school year and we are already looking forward to next Summer.

Thanks again,

Overtime Athletics
www.otathletics.com



What Else OTA Does:

- AFTER SCHOOL PROGRAMS
- BIRTHDAY PARTIES
- SCHOOL YEAR CAMPS
- LEAGUES

Interested in Franchising? If you enjoy working with kids and you're excited about growing your own business, an OTA Franchise may be right for you. Email us: Info@otathletics.com

HOLIDAY MARKETING

The holidays are a great time to connect with partners and customers. These opportunities during the year have become an expected time to acknowledge relationships and to express gratitude for your customers.



HANDOUTS

The customer loves to walk away with something from the program they have participated in. The value of their experience is instantly increased. Options to consider include:

- ▶ Stickers
- ▶ Wristbands
- ▶ Medals
- ▶ Water Bottles
- ▶ Hats
- ▶ T-shirts
- ▶ Parent Participation Handout
- ▶ First Day Take-Home Packet
- ▶ Message/Cause Handouts
- ▶ Photo Handout (access via website)

OTA MARKETING SAMPLE PLANS

Developing advertising and marketing strategies for specific programming should be an exercise that takes place each session for each program. The following considerations should be made for After School Programming, Summer Camps, Birthday Parties, and Special Events:

- ▶ On-Site Marketing (brochures, posters, banners, bulletin board)
- ▶ On-Line Marketing (websites, facebook pages, peachjar.com, ads)
- ▶ Area Marketing (yard signs, bulletin boards, flyers)
- ▶ Direct Mail Marketing (mailers, letters, postcards)
- ▶ Print Marketing (newspapers, magazines,)
- ▶ Email Marketing (targeted returning customer emails, database blasts)
- ▶ Promotional Marketing (steal deals, refer a friend, first time participants)

OTA MARKETING MONTH TO MONTH STRATEGY

▶ August

- ▶ PTA/School Direct Mail Piece (Postcard)
- ▶ PTA/School Email Blast
- ▶ Camp customers email blast (thank you for a great summer)
- ▶ Put together a list of enrollment boosting ideas for PDs (school signs, banners, hallway posters, etc..)
- ▶ Program email marketing
- ▶ Facebook (focus on connecting with schools, PTAs, etc..)

▶ September

- ▶ Online newsletter (Back to School) to everyone in database
- ▶ Get info about Back to School Nights/possible presence
- ▶ Obtain info on sponsorship opportunities at each partner school (races, newsletters, etc.)
- ▶ Program email marketing
- ▶ Decide on handout strategy for after school programs
- ▶ Facebook posts (focus on upcoming programs)
- ▶ Postcard handout in all classes (general info about OTA/Bday parties/Camps)

▶ **October**

- ▶ Create email blast for PTA reps about winter camp opportunities
- ▶ Birthday Party email blast
- ▶ Facebook posts (focus on photos/details from programs)
- ▶ Look for info on national and local PTA conferences and marketing opportunities with them

▶ **November**

- ▶ Create email blast for PTA reps about signing up winter programs
- ▶ Facebook posts
- ▶ High level marketing projects (letter to Michelle Obama or other key influencers in the field)

▶ **December**

- ▶ Email blast to customers (thanks for a great fall, happy holidays)
- ▶ Winter hardcopy newsletter
- ▶ Holiday gifts?
- ▶ Facebook posts (focus on any promos for winter break camps)
- ▶ Program email marketing for winter

▶ **January**

- ▶ Create email blast for all summer potential partners
- ▶ Start researching all advertising options for summer
- ▶ Facebook posts (winter programs starting soon, spring break camps)
- ▶ Program email marketing for winter

▶ **February**

- ▶ Program email marketing for winter/spring
- ▶ Email blast to customers and PTAs to “like” us on facebook
- ▶ Facebook posts (some kind of giveaway, spring break camps)
- ▶ Birthday Party email blast
- ▶ Postcard handout in all classes (general info about OTA)
- ▶ Decide on any summer promos (and advertise these via facebook and email blast)

▶ **March**

- ▶ Program email marketing for spring
- ▶ Spring Break camps email marketing
- ▶ Direct Mail piece to all potential schools for spring session
- ▶ High Level Marketing projects (try to get press in local periodicals)

▶ April

- ▶ Email blast to PTAs about end of year OTA opportunities (field day, etc.)
- ▶ Letters to school counselors about summer camps in the area
- ▶ Camps direct mail piece to all customers in database
- ▶ Online newsletter
- ▶ Community flyer postings for Birthday Parties

▶ May

- ▶ Summer banners/postcards/signs
- ▶ Help PDs make decisions about summer marketing opportunities
- ▶ Email blast to everyone about summer camps
- ▶ Community flyer postings for summer camps (coffee shops, grocery stores)
- ▶ Postcard handout in all classes (about summer camps)

▶ June

- ▶ Thank you letter to principals
- ▶ Thank you basket to school secretaries?
- ▶ Thank you letter to PTAs (include summer camp coupon?)
- ▶ Email blast to customers (\$10 off of a summer camp as a thank you for a great year?)
- ▶ Promote camps through local sports leagues/coaches
- ▶ Work on SEO for OTA summer camps (online google searches, etc.)
- ▶ Email blast to all of last year's summer participants

▶ July

- ▶ Direct mail piece to principals (potential schools)
- ▶ PTA coordinator online newsletter
- ▶ High level marketing project (make list of all festivals, events, races in each town that we could have a booth at to promote OTA in general)