

BermudaCamps.com



Connecting Families to Camps & Programs

MEDIA KIT





Nearly **80%** of school aged **CHILDREN** are between the **AGES 5 TO 16**

SCHOOL BREAKS occur approx. **15 WEEKS** out of the year

FAMILIES NEED the services of **CAMPS** and **YOUTH PROGRAMS**

BermudaCamps.com is the premier online resource for connecting families to various camps and youth program information.

Nearly 80% of school aged children are between the ages of 5 to 16 *, in school for 10 months, with almost 15 weeks of school breaks a year. Families island-wide are continuously searching for camps and after-school programs.

Camps are held during school breaks, ranging from summer break to several mid-term breaks, in the months of February, March/ April, June through September, October/November and December.

Families also search for programs offering extra-curricular activities and/or support after-school, evenings and weekends.

BermudaCamps.com knows the importance of camps and programs to families, children and the community. Through these services children can discover other interests, gain self-confidence, build responsibility, broaden social skills and create friendships.

Our Mission

To connect families with camp and program information.

Our Vision

To provide a comprehensive online camp and youth program directory with easy access to information in one central place.

* data from the 2012 Bermuda Digest of Statistics from the Department of Statistics



Testimonials

from parents and families . . .

Thank you for putting together this great website!! It has become my number one resource for camp and extra-curricular activity information. I am looking forward to seeing it become a complete list of ALL youth activities available in Bermuda and encourage everyone to get on board.
Rosalind Wingate

This website really is great and it has taken so much stress out of trying to find camps for my kids! I have recommended it to many colleagues and friends!
Julie Marshall

I love this site! Just what I've been looking for to find out about all the camps being offered Island-wide.
Ngadi Kamara

What a superb website! I was able to pick out some great camps from your website.
Kim Preston-Nisbett

I want to thank you again for your consideration, dedication & hard work putting this together and supporting the parents/community.
Suman S

BermudaCamps.com aims to bridge the information gap between families, camps and youth program operators.

Did you know?

- 75% of all households in Bermuda own both a laptop and a desktop computer *
- 69% of households in Bermuda have access to the internet *

The internet is a vital tool, allowing information to be shared easily and conveniently, 24/7.

BermudaCamps.com has consolidated camp and youth program information into an online directory which allows families to access information from any electronic and mobile device.

BermudaCamps.com was launched online on March 19, 2013.

We are the **premier resource for families**, camp and program operators. During our first year we ...

- Attracted **over 15,000 visitors to the website**
- Advertised **178 camps and youth programs** online into one central location
- **Nominated** for the **2013 People's Choice Technology Innovation Award**
- Published a **monthly newsletter**
- Emailed thousands of **camp updates** and newsletters to subscribed families
- Added a **youth program directory**
- Added **job classifieds** for camp and youth programs
- Distributed the Bermuda Department of Health safety and health **guidelines**, first aid/cpr **training** information and camp planning **tips** to operators and subscribed families
- Participated in several school camp **fairs and community events**



"I am pleased to endorse BermudaCamps.com. There has been a lot of planning with this company, so it can provide a much-needed service for parents and camp operators, Island-wide. BermudaCamps.com professionalism and user friendly website will make it easier to look for programs for kids. I had the pleasure of using their services this past summer and found it to be a tremendous help with bringing awareness to the public about my pro soccer clinic. I look forward to working with BermudaCamps.com as I bring more community programs to the island."

David Bascome

*HSBC Pro Soccer Clinic Camp Director and
Founder/Chairman for Hope4Life Foundation*

* data from 2010 Census Population and Housing report from the Department of Statistics

Sharing your Information with Families is Easier

The benefits in advertising with us

- Camp and program information is accessible online, 24/7
- Reach your target audience - families
- Increase number of potential campers and participants
- List, edit and renew listings online easily
- Receive an individual web page with each paid listing
- Include flyers and registration forms
- Include your Logo for brand recognition
- Include your website URL
- Include contact details
- Include photos and video link
- Unlimited updates to listing information
- Social media Integration
- Include category/theme for each listing
- Weekly email notifications sent to subscribers about recently added camps and programs
- List job classifieds for camp and youth programs
- Receive camp planning tips and reminders
- Reduce printing costs for flyers and registration forms
- Affordable monthly advertising rates

We offer

- Variety of Listing Plans to match any budget
- Excellent customer service



2014 Listing Plans for Camps and Youth

Listing Benefits	Featured Listing	Standard Listing	Basic Listing	Free Listing
Camp or Program Listing Name	√	√	√	√
Description	max 200 words	max 100 words	max 50 words	max 15 words
Logo	√	√	X	X
Category	select up to 2 categories	select 1 category	select 1 category	select 1 category
Listing Placement	first level	second level	third level	last
Detailed Listing Profile	√	√	√	X
Age Group, Dates, Hours, Fees After Care, Location, Gender, Type, Registration Details	√	√	√	X
Flyer Upload	√	√	X	X
Registration Form Upload	√	√	X	X
Link to Website	√	√	X	X
Certifications / Accreditations	√	√	√	X
Contact Details	√	√	√	√
Email & Share Listing Capabilities	√	√	√	X
Photos	4	X	X	X
Video Link	√	X	X	X
About Us Information, List of Activities, List of Amenities, Schedule, Policies	√	X	X	X
Updates to Listing	Unlimited	Unlimited	Unlimited	X
Job Classified Listing	Unlimited	Unlimited	Unlimited	X
Added Value- Listing in rotational Featured list	√	X	X	X

Advertising Rate Per Listing	\$95 / month	\$70 / month	\$60 / month	\$0 / month
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Sharing your Information with Families Is Easier than Ever

Let families island-wide know you have a camp or program for their child.
We offer value and service to help you reach families.

Visit www.BermudaCamps.com and select **Add a Listing** to start sharing your information.

For further information or assistance in adding your listing, contact us at info@bermudacamps.com

Let Us Help You Advertise your Camps and Youth Programs

Rates are subject to change.



Additional Advertising Options

Web banner advertising is available on BermudaCamps.com.
For more information on web banner space, contact us below.

We are committed to providing an exceptional service to you, families and the island-wide community.

We look forward to working with you and being part of your marketing plan.

Contact Us

Email: info@bermudacamps.com

Tel: 441-799-2843

Website: www.BermudaCamps.com