DESIGNING A SUMMER CAMP

Many factors are important in marketing a summer camp. Location, sponsorship, exclusivity, and promotion are key elements for a camp to be successful.

You and your partner will design a sport or entertainment themed summer camp for middle school age kids. The requirements for this project are:

1. On a document outline the following:
   1. Choose a camp you would like to create, pick a name, and a camp celebrity. Design the camp logo.
   2. Choose a location within the U.S.
   3. Choose one of two sponsors that will help the camp be successful in terms of equipment, money donated, facilities, etc…
   4. Create an in-camp contest (and describe the award). Examples: receive a free week at the camp, an item signed by the camp celebrity, etc.
   5. Organize a special event with the camp celebrity.
2. In Publisher, or another graphic design program, design the following products:
   1. Create a billboard to promote the camp.
   2. Design a t-shirt for the campers.
   3. Create a promotional brochure which includes the following details about the camp:
      1. Goals
      2. Schedule
      3. Registration Requirements (age, skill level, experience, etc.)
      4. Housing
      5. Dates
      6. Location
      7. Costs
3. Digitally, or on a blank sheet of computer paper, draw the camp layout. Include as many elements of detail such as housing, fields/courts, theater, offices, cafeteria, etc. Your drawing should be neat and colorful.
4. I will check your progress on Friday, April 11th and we will decide how much additional time you will need from there!

**\*\*Check out other summer camp websites before you get started!\*\***