

**OTA**  
**Summer Session**  
**Section 2:**  
**Sales Strategy**

- OTA Summer Strategy Grid
- Camp Agreement Details
- Special Programming (PTA Camp System)

OTA Summer Strategy Grid

Locations		Arrangements	
Clubs	Schools	RENTAL	FEE SPLIT
	<ul style="list-style-type: none"><li>• Public</li><li>• Private</li></ul>		
Churches, etc.	Private Sports Facilities		
Parks and Rec	YMCA's		

Type of Program(camp)		Geography	
Traditional	Sports Specific	AREA 1	AREA 2
Full Day	Half Day		
1 Week	All Summer (multi-weeks)	AREA 3	AREA 4

\*Existing Partnership Considerations

\*NOTE – “Camp Takeover Pitch” is something to consider if the investigation yields information regarding a site/organization that is not happy with their current camp provider OR the investigation uncovers a camp provider looking to get out of the game or move on.

\*NOTE – Considerations regarding type of program (Traditional, Sports Specific) should include Franchisees personal preference, skill set, passion. This is a good place to start.

## OTA Summer Strategy Grid

The “grid” above is an introduction to a thought process. There are 4 areas Franchisees should explore when identifying a sales strategy for the summer session:

1. Host Locations (type of facility or fields)
2. Type of Camp
3. Geography of Camp Location
4. Arrangement (agreement and financial)

Evaluating these 4 areas requires a Franchisee to be an expert on their territory. Franchisees should have information on competitors, opportunities, customer base, access to workforce, community interests, and community needs.

### Locations

As you can see in the Summer Strategy Grid, locations are a breakdown of potential opportunities:

- Schools (Public and Private)
- Clubs
- Private Sports Facilities
- Churches
- Parks and Rec
- YMCA's

When identifying the locations that fall into each category above, Franchisees will want to research and investigate whether these facilities have the necessary features for hosting the type of camp envisioned (Gyms, Fields, Shelter, Bathrooms, Parking, Storage, Playgrounds, Special Features (pool, ice rinks, etc.), among other things.

Do the locations that have been identified already have existing camps?

Are existing camps run inhouse?

Do the locations that have been identified allow for outside organizations to use the facilities?

Who are the decision makers and contacts that determine the viability of a program/camp partnership?

Does your network of contacts include any access to a location?

## Geography

When considering a Host Location for summer camps, Franchisees should immediately evaluate the site versus other geographical factors of the Franchise Territory. The factors include:

- Is the camp location a part of a current partnership?
- Is the camp location near an existing customer base?
- Is the camp location conducive to accessing a workforce?
- Is the camp location manageable for the Franchisee?

## Type of Camp

The type of camp offered is broken down into three categories:

1. Format:
  - Traditional Day Camp (Sports and Activities) vs Sport Specific Camp (Soccer, Basketball, Flag Football, etc.)
2. Timing:
  - Half Day vs Full Day (or something in between)
3. Dates:
  - One Week or Multi-Weeks

Sometimes these decisions will be out of a Franchisees hands and sometimes a Franchisee will have total autonomy to determine what direction to go in.

It's so important to understand the budget impact that the above categories can have on potential profitability.

## Arrangements

Simply put, what will the expense be for securing the location? This generally falls into one of two types of arrangements – Fee Split or Rental Fee.

There are pros and cons to both. Fee splits are less risky as the basic premise is that there is not out of pocket expense until there is revenue secured, whereas a rental is typically a guaranteed amount of money to secure the space no matter how enrollment ends up.

Sometimes these expenses can be negotiated. Certainly, a Fee Split arrangement is always up for discussion when establishing the percentage for each party, but Rental Fees can often be negotiated as well. However, negotiating rental fees with a facility or organization that partners with multiple outside programs or vendors is less likely as they will probably need to adhere to a universal policy

## Camp Agreement Details.

Two of the foundations for a successful partnership is clear and accurate communication. Setting up summer camp agreements requires both. Understanding what details are important to discuss when forming a partnership is so important for making sure each party is accountable for whatever has been identified as their responsibility. Details can vary from camp to camp and partnership to partnership.

Paper trails are also important. Contracts and emails can serve as reference points should something come up in a dispute between Franchisee and Host Location/Facility/Organization.

The “OTA Camp Agreement Form” found here is an INTERNAL DOCUMENT that Franchisees can use to organize their thoughts and outline what information should be covered with a partnership via contract or a simple email defining the terms and arrangements for the camp session. What follows is an overview and template that should be adjusted based on the specific needs, conditions, factors, and type of camp.

<b>OTA Camp Agreement Form</b>	
<b>Location</b>	
<b>Type of Camp</b>	
<b>Dates</b>	
<b>Times</b>	
	<b>Early Drop Off</b>
	<b>Late Pick Up</b>
<b>Camper Registration Fee</b>	
<b>Facility Agreement:</b>	
	<b>Rental Cost</b>
	<b>Fee Split</b>
	<b>Other Expenses</b>
<b>Payment Schedule</b>	
<b>Partnership Contact (Name/Position)</b>	
<b>Phone</b>	
<b>Email</b>	
<b>Day to Day Contact (Facility Issue, Problem)</b>	
<b>Phone</b>	
<b>Email</b>	

<b>Confirmation of Facility Space Use (areas and times)</b>	
<b>Sports and Games</b>	
<b>Low Intensity Activities</b>	
<b>Locker Rooms/Bathrooms</b>	
<b>Confirmation of Lunch Logistics</b>	
<b>Confirmation of Facility Equipment Use (Sports and Other)</b>	
<b>Confirmation of Facility Storage Use</b>	
<b>Special Activity Notes</b>	
<b>Marketing Terms</b>	
<b>On-Site</b>	
<b>Website</b>	
<b>Information Desk Needs</b>	
<b>Staffing Requirements</b>	

## **Special Programming (PTA Camp System)**

Expanding OTA services beyond our core business of providing after school athletic programs to elementary schools is a centerpiece to our strategy of having a deep community presence and developing additional revenue streams.

A natural progression of this existing relationship with PTA's is to offer a summer program at the elementary school. This extension of the programming we already provide during the school year has proven to be successful because of the positive factors already surrounding such a partnership. These include:

- Easy access to decision makers
- Existing customer base
- Perfect locations/facilities

The OTA PTA Camp offering is a niche of our wider summer session offerings and is in no way a different type of program than the summer activities we normally provide.

Camp descriptions, formats, prices, fundraising options, can all either be custom to the partnership or mirror existing formats in our wider network of summer programming.

## **Winter Break, Spring Break, Summer Break – are all opportunities**

### Pursuing a Partnership:

*Hey Denise – I wanted to share with you a Summer Camp that we are offering to a couple of our participating schools. We did this last year at several of them and it was a huge hit. We are only offering this to 10 schools in FFX County and we would love for you guys to be one of them.*

*10% of the revenue will come back to the PTA. Attached is the flyer – Let me know if you think you guys would be interested and we can discuss more in depth.*

## **Additional Special Programming Options**

### **1. Play Day Camp (1 Day Program)**

- School Districts average between 10-15 'days off' each school year. These days include:
  - Teacher Work Days (professional development days)
  - Conference Days, Student Holidays
  - Columbus Day, MLK Day, Presidents Day, Memorial Day, etc.
  - Thanksgiving Break, Easter Break, etc.
- These days that students are off, but in many cases parents are typically working, are opportunities for OTA to offer a 1 day camp – “The Play Day Camp”

- Program Details:
  - Location – Elementary School (need the Gym)
  - Time – 8:30am-4:00pm (extended care till 5pm)
  - Cost – \$30 to \$70 per child
  - Fundraising – 10% returns to PTA
  
- Program Description:

*Join OTA's Play Day and see how much fun you can really have at School! This 1 Day Camp is a win-win for students and parents alike. Moms and Dads, you can go on your way, while your kids join our team for the day. We will be playing traditional sports like Soccer, Basketball, Floor Hockey and more. There will be plenty of time to mix in some Capture the Flag, Kickball, Grid Master, and other highlights from the Overtime Athletics Curriculum. Kids will have a chance to do a variety of activities, not only sports, but team building challenges, brain games, and creative projects! Instead of a day off, come have a DAY ON, with us.*

Pursuing a Partnership:

*Hey Denise – I wanted to share with you a 1-Day Camp that we are offering to our partnering schools during Teacher Workdays/Holidays. We did this last year at a couple of our schools and it was a huge hit.*

*10% of the revenue will come back to the PTA. Attached is the flyer – Let me know if you think you guys would be interested and we can discuss more in depth.*

**2. Class Field Day**

- Many PTA's and/or class parents are in charge of "end of the year festivities". These parents look for activities that the entire class can participate in and enjoy.
- The "field day" is a perfect fit to satisfy these goals of elementary school parents.
- Program Details:
  - Location – Elementary School (Gym or Playing Field)
  - Time – Length of Program is 1 hour
  - Cost – 50 kids = \$200, 60 kids = \$250, 70 kids = \$300
    - Insurance Paperwork requests add \$150.
  - 15/1 OTA instructor to student ratio for Field Days.



- Program Description:

*Looking to celebrate the end of the school year? OTA's Field Day is the perfect program to satisfy every student's appetite for fun and fair play. Bring OTA in to organize and facilitate games and contests for the entire class! Programs can be inside the gym or out on the playing field. Field Days are an action packed one hour of high energy activities that are split into game stations. A sample Program looks something like this:*

*\*Break class into groups at each station, 15min at each then rotate:*

Warm up – Jingle Jangle

Station 1 – Dodge-ball

Station 2 – Capture the Flag

Station 3 – Kick-ball

Station 4 – ALL Tag Games

Pursuing a Partnership:

*Hi Heidi,*

*Just wanted to reach out to you about any possibilities you guys might be looking into for end of the year class parties. We have been running class Field Days for many years now and the response has always been a hit. The formula we have been using over the years for this party is as follows:*

*Overtime provides all instructors, equipment and curriculum for 1 hour at the School. The events or field day we have been doing include stations of Kickball, Capture the Flag, Dodge-ball, and Relay Races. We run this for 1 hour typically around 12:30pm – 1:30pm on a Friday afternoon for any grade class of 60 – 70 kids.*

*Let me know if this is something you'd like to discuss and I can provide you with further details and scheduling possibilities.*

*Thanks,*