



UNICORN DAY CAMP

IMPACT: 3

Positively Impact Your Profits, Membership & Culture

IMPACT: 3

IMPACT YOUR PROFITS, YOUR MEMBERSHIP &
YOUR GYM CULTURE



UNICORN DAY CAMP

Culture-building event for your gym.

Hey There!

Having a few signature events can be a great way to bring new kids into your gym. These events don't always have to do with cheerleading, tumbling or dance. They can just be fun activities that align with the interests of kids. Incorporating 15-20 minutes of an activity you teach in your gym can be just enough to get kids hooked while still maintaining the authenticity of the themed event. For some gym owners, a simple, 2-hour unicorn camp can be the perfect draw for girls, ages 4-9. This is the perfect time to get your whimsical and creative side involved. Don't have one of those? No problem. We do! Review the information in this packet and you'll be all set to host your next Unicorn Day Camp!

Next Generation Gym Owners

CONTENT

SUCCESSFUL EVENTS 101	4
BUDGET	5
FACEBOOK POSTS	6-8
OUR FLYER	9
FLYER TEMPLATE	10
EMAIL CAMPAIGNS	11
MARKETING TIMELINE	12
EVENT ITINERARY	13
ACTIVITY LIST	14-15
SHOPPING LIST & SNACK	16
AFTER-ACTION REPORT	17

SUCCESSFUL EVENTS 101

MAKE AN IMPACT WITH UNICORN DAY CAMP

Unicorn camp is a great way to get young girls into your gym. This is traditionally a very feminine-targeted camp for those who still play make believe and love using their imaginations.

Timing: When hosting this event, there are a variety of factors to consider:

- This event is most likely to draw girls, ages 4-9 years old, so ensure that you deconflict with other events such as:
 - Preschool or elementary school open houses
 - Church or Sunday School
 - Naptime (for non-school-age children)
 - Mother's Day weekend
 - Traditional dinnertimes during the week

Marketing: This can be a fun event to market if you love using a variety of colors, sparkles and graphic effects. Here are a few things we've learned:

- There are a lot of types of unicorns. If you think you're likely to get preschool-aged children, the graphics can be extra-cartoon-styled. If you think you'll have elementary-school children, you can use more images of girls with unicorn headbands on, glitter, pastel tie-dye backgrounds, etc.
- This event should be marketed as a fun experience rather than a skill-based activity.
- It can be helpful to put, "Open to the Public" on your marketing materials. You might be surprised to know that many people may not realize your events can be attended by non-members.
- The majority of your marketing for this event is going to come through Facebook.
- Email marketing campaigns work great for these events - especially for anyone who has opted in to see information about tiny cheer, preschool tumbling or preschool dance classes. (If you separate lead-lists in your email marketing campaigns, this is an easy event to send to those leads.)
- This can also be internally marketed as something fun for younger siblings to do. Just because they're not old enough for cheer yet, doesn't mean you shouldn't get them involved now! Make them a guaranteed future athlete!



Registration: Any time you're hosting an event geared toward lead-generation, it needs to be extremely easy to register.

- Non-members don't have a loyalty to your business yet, so anything that causes extra work can deter them from registering. Examples of "extra work" include:
 - Call to register.
 - Register at the front desk (as your only registration option).
 - Registration and account creation through any form of class management software. These are often not user-friendly enough as people aren't often willing to create an account for a 2-hour event.
 - Remember - they don't have an intention to return to your gym until they come and see how great it is!
- Registration can be a simple purchase form through your website. It's a bonus if:
 - They can sign a waiver on your website when they register.
 - They are automatically filtered to an email marketing system.
 - They can pay online.

BUDGET

Even a break-even event shouldn't cost you, so use this to develop your budget.



STEP 1: CALCULATE YOUR EXPENSES.
DON'T FORGET LABOR COST &
ADMINISTRATIVE TIME SPENT MARKETING
AND PREPARING FOR THE EVENT.

EXPENSE #1

EXPENSE #2

EXPENSE #3

EXPENSE #4

EXPENSE #5

TOTAL PROJECTED EXPENSES

HOW MUCH TO CHARGE?

HOW MANY PARTICIPANTS CAN YOU TAKE OR DO YOU THINK YOU COULD REALISTICALLY REGISTER?

NOW DIVIDE YOUR TOTAL PROJECTED EXPENSES BY THE NUMBER OF STUDENTS LISTED ABOVE.

MULTIPLY THIS NUMBER BY YOUR DESIRED PROFIT MARGIN. THIS EVENT CAN LIKELY PROFIT 35-40%.

BASED ON THE NUMBER ABOVE, WHERE DOES THIS LAND IN COMPARISON TO WHAT YOU WOULD NORMALLY PRICE FOR AN EVENT?

- A lead-generating that is not skill based can often take a larger number of participants per each instructor. This can allow you to do the following things:
 - Purchase your supplies in bulk or through wholesale distributors.
 - Staff coaches who are wonderful with younger children, but aren't perhaps your top-paid tumbling directors or all-star coaches - making your labor cost more reasonable.

SOCIAL MEDIA

CAPTION >>

Unicorns and Sparkles what could be better? Join us for this fun-themed camp with crafts, games, a dance party and a yummy snack! This is perfect opportunity for your daughter and her friends to have a blast, build their creativity and get all their energy out! This day camp is \$20 per child and is open to the public!

Ages: 4-9

*** Pre-Registration is required.*

Reserve your spot at (your website)



SOCIAL MEDIA

CAPTION >>

Let's get creative together! (Your gym)'s Unicorn Sparkle Day Camp is the perfect way for your child to have fun, make friends and grow her imagination! We'll have a dance party, make unicorn crafts and make everything sparkle! Reserve your spot at (your website) today!



SOCIAL MEDIA

FACEBOOK CAPTION >>

We're making EVERYTHING sparkle (date)! Our Unicorn Sparkle Camp will have your child dreaming of unicorns, rainbows and all things glitter! Reserve your spot today at (website)!



OUR FLYER

Note: Beginning in June 2020, Impact 3 will provide a link to a Canva customizable template for your flyers!

CUSTOMIZE YOURS USING THE TEMPLATE ON PAGE 10

TWISTERS

\$18
Members
\$20
Guests

**Unicorn Sparkle
Camp**

April 17th, 6-8 p.m.
Ages 4-9 years

**Make Crafts, Play Games, Bounce
House Time, & Learn A Fun
Unicorn-Inspired Dance Routine**

www.twistersports.com/unicorn
660-238-0577

Made with PosterMyWall.com



Unicorn Sparkle Camp

EMAIL MARKETING

Pair an image above with the text below for 2 email marketing campaigns!

SUBJECT LINE >> *Don't miss Unicorn Sparkle Camp, (date)*

Hi %FIRSTNAME%!

Here at (Gym Name), we're not just about cheerleading and tumbling. We know kids. We also know how to have a ton of fun with the most creative and whimsical themes. For that reason, we'll be hosting our first ever Unicorn Sparkle Camp in just a few weeks.

This fun event will offer a super special dance party, crafts, games and open play. We'd love to invite your child to participate!

You can register for Unicorn Sparkle Camp at (your website).

We hope to see you there!

(Your name)

SUBJECT LINE >> *Does your child have a great imagination? So do we!! Join us for Unicorn Sparkle Camp!*

Hey %FIRSTNAME%,

It's hard to build a child's imagination in an age of digital technology. Here at (gym name), that's exactly what we want to do though! Children who are imaginative, grow up to be adults who are problem-solvers!

What better way to build your child's imagination and help them build friendships than to attend Unicorn Sparkle Camp?!?

This 2-hour day camp will be a great chance for them to have an absolutely blast, while getting creative and making friends. For more information, visit our website at (website) or give us a call at (phone number).

We've got some super fun activities planned for this event, and we'd love to have you join us!

Sincerely,

(Your name)

MARKETING TIMELINE

6-8 WEEKS OUT

- Determine the best date/time for your event.
- Use page 5 to develop your budget.
- Create a Facebook event.
- Design your flyer.
- Determine which activities you'd like to do.

4 WEEKS OUT

- Get your registration page ready on your website and any email lists you may need.
- Begin ordering supplies for the camp.
- Establish your lesson plan (page 13 will help!)
- Pass out flyers to your members.
- Send your first marketing email.
- Post on social media.

3 WEEKS OUT

- Determine who will staff the event and pass along the lesson plan and craft ideas.
- Have the staff member test out the crafts.
- Determine if you're going to provide a snack (some counties require a food license to do this.)

2 WEEKS OUT

- If your event is not full, start calling members who you think would enjoy this event and people who have attended previous events. Talk to members with small children.
- Drop off flyers at any daycares who will let you post on their community board.
- Run a Facebook ad that links directly to your website for registration.
- Share your event in community groups.
- Send an email to your members reminding them to register.

1 WEEK OUT

- Pick up final supplies.
- Ask your staff member(s) if they have any questions or need help with any activity prep.

DAY OF EVENT

- Make sure the gym looks and smells great.
- Greet parents and kids as they arrive.
- Give new students a name tag (make these fun and festive by using lots of colors.)



EVENT ITINERARY

6:00-6:10 P.M.

- Greet the children as they come in.
- Give them a name tag and go over the itinerary.
- Activity from List #1

6:10-6:15 P.M.

- Do a fun dance as a warm up: Cupid Shuffle, Hokey Pokey, Electric Slide or the Chicken Dance - rename it the Unicorn Dance!

6:15-6:45 P.M.

- Activity from List #2

6:45-6:50 P.M.

- Restroom & drink break (You can also make raspberry/ pink lemonade and call it Unicorn Juice)

6:50-7:00 P.M.

- Activity from List #1

7:00-7:30 P.M.

- Open Play (this is a great time to put out bounce houses, make an obstacle course or teach "Unicorn Tumbling Skills")

7:30-7:40 P.M.

- Craft & snack

7:55-8:00 P.M.

- Take a group picture
- Thank everyone for attending
- Tell them about your next upcoming event
- Help them pick up and safely take out any crafts

ACTIVITY OPTIONS

LIST #1

(5-10 MINUTE ACTIVITIES)

SPARKLE LIKE A UNICORN

With parents' permission, take the kids outside and spray their hair with glitter spray.

UNICORN TREASURE HUNT

Hide a few items around your gym and have campers find them and check them off! You can find an already done-for-you Scavenger Hunt Checklist [HERE](#).

COLORING CONTEST

Have participants pick five colors and a page from a unicorn coloring book. The best coloring in each age division wins. You can print free, coloring sheets [HERE](#).

UNICORN NAMES

Using the chart on page 15, have every child find their unicorn name. Place it on the name tag and call everyone by their unicorn name throughout the camp. You can put their real name in parentheses so you know that as well.

UNICORN & RAINBOW TEMPORARY TATTOOS

Order a package of temporary tattoos where any animal can be a unicorn [HERE](#) on OrientalTrading.com. Make sure you get permission from the parents first. This pack includes 72, so it can be used for several unicorn camps or as a giveaway for festivals and booths where you can promote your next Unicorn Sparkle Camp!

LIST #2

(25-30 MINUTE ACTIVITIES)

UNICORN HEADBANDS

Order a unicorn headband for each participant and have craft supplies they can use to decorate such as ribbon, stick-on gems, stickers, etc. For a link to the headbands, click [HERE](#).

UNICORN OBSTACLE COURSE

Make a unicorn out of a pool noodle by bending it 1/4 of the way down. Decorate it with colorful objects. You can do this as your craft, or you can make a few of these in advance and use them for an obstacle course throughout your gym. Younger kids enjoyed pretending to ride their unicorn through the obstacle course. Click [HERE](#) to see what the finished products look like.

UNICORN CRAFT

Using a paper plate, markers and decorative craft supplies, this is a great craft for kids of all ages. They will make a unicorn face. You can also put this on a large popsicle stick and cut holes for the eyes to make a masquerade-style mask! Click [HERE](#) for an example of this craft. Note: The kids wanted to spend a significant amount of time decorating when we did this, to make sure to allot 30 minutes for this craft. While the link says it's a preschool craft, we found this craft was great for kids as young as 3 or 4 years old and entertained kids as old as 12 years old, so if you have a diverse age group, this would be a great one to try!



WHAT IS YOUR UNICORN NAME?

★ TAKE THE FIRST LETTER OF YOUR NAME...

A: DIAMOND

J: JEWEL

S: SUNSHINE

B: BEAUTIFUL

K: SILLY

T: TWINKLE

C: TWILIGHT

L: RAINBOW

U: ROYAL

D: DAZZLING

M: MAGICAL

V: BELLA

E: PEARL

N: CHOCOLATE

W: SWEETIE

F: FAIRY

O: GLITZY

X: QUEEN

G: GLITTER

P: PRINCESS

Y: GLITZY

H: HAPPY

Q: ELEGANT

Z: FANCY

I: CANDY

R: LADY

★ AND THE MONTH YOU WERE BORN...

JAN: MAGIC STARLIGHT

JULY: SHIMMER RAIN

FEB: SUGAR PEARL

AUG: MOON SHINE DANCER

MARCH: HONEY BLOOM

SEPT: TWILIGHT SHINE

APRIL: DAZZLE PETAL

OCT: GOLDEN CLOUD

MAY: WIND SONG

NOV: SAPPHIRE ANGEL

JUNE: EMERALD DUSK

DEC: SNOW DANCER

SHOPPING LIST

Your shopping list for this event will be dependent on which activities you choose to do. Remember to keep your budget in mind as some activities can cost quite a bit more than others.

BASIC SUPPLIES

- Name tags
- Pink or raspberry lemonade mix
- Cups
- iPod or MP3 Player for dance party

ACTIVITIES

- See individual activities to compile your shopping list of supplies.

SNACK

- Ingredients listed on recipe below
- Cups or baggies for pre-portioned items
- Mixing bowl
- Spoon
- Plastic gloves
- Napkins, wipes or paper towels
- Piping bag

SNACK

While this is only a 2-hour event, a snack can be both fun and affordable. It also allows the participants to be social and can increase the perceived value of the event. But don't just do a snack - make snack time fun!

Unicorn Food: This fun Chex-mix style trail mix is fun and can be made as a group or individually. If you do this individually, have baggies with pre-portioned items. Remember not to use any nuts unless you've checked with parents for allergies. Prepare the "candy melts" in advance (or use melted white chocolate with food coloring). This can also be a 15-20 minute activity for your group! Click [HERE](#) for instructions.

For a healthier version, consider adding yogurt-covered raisins or dried fruit to the mix instead of marshmallows.





AFTER-ACTION REPORT

For the best results, complete this within 48 hours of your event.

1. Event date & time: _____

2. Staff members who worked the event: _____

3. Recommended changes to the event plan for next year: _____

4. Additional staff training needed for next year: _____

5. Notes about the activities, crafts and/or snack: _____

6. The parts the kids liked the best: _____

7. The part the parents liked the best: _____

8. Number of total participants: _____

9. Amount spent on this event: _____

10. Subtract from the amount spent to determine total profit: _____

Feedback from attendees, speakers & other notes: _____
