



**US** | SPORTS  
| CAMPS

EST. 1975

# LOCAL MARKETING PLAYBOOK

**SUMMER 2026**

# LOCAL MARKETING *Playbook*

For more than 50 years, US Sports Camps has handled the heavy lifting of marketing, reaching the right families through digital ads, email, search, and storytelling that drives enrollment nationwide.

When that national effort is supported locally, it gets even stronger. Coaches and directors have trusted relationships in their communities, and a few simple actions can help extend our reach and build even more momentum for your camp.

This toolkit outlines easy, effective ways to support and amplify USSC’s marketing, so more families discover your camp, feel confident signing up, and show up excited to play.

## ***IT STARTS HERE!***

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# CAMP CREATIVE

*We've Got You Covered*

To make promoting your camp easy, US Sports Camps provides ready-to-use creative you can share with families in your community.

## THESE MATERIALS ARE DESIGNED TO BE:

- Simple to use
- Clear and consistent
- On-brand without extra effort

**USE THEM AS IS.**

*No design work needed.*

## WHAT YOU'LL RECEIVE:

- Flyers and info cards (print or digital)
- Social-ready graphics
- Occasional in-season updates tied to national campaigns
- Email templates to send to your networks

## HOW YOU'LL GET THEM:

Your USSC sport contact will share a Marketing Folder with you via email, which includes all your assets and email templates. They will notify you when new materials are available as well.

### A Quick Note

If you create any materials on your own, please share them with US Sports Camps before posting.

# 5 BEST PRACTICES TO LOCALLY MARKET YOUR CAMP.

## 01. Share Directly with Your Network

Send a simple note to players, families, recruits, and fellow coaches you already know. We've included easy email templates you can personalize and send from you or your staff. Those messages carry the most trust.

**Tip:** A short, personal note goes a long way.

## 02. Use the Camp Materials We Provide

We create flyers, info cards, and digital graphics customized to your camp. Share them with parents, teams, clubs, leagues, schools, and/or other local businesses in your area.

**Tip:** One well-connected parent or coach can help spread the word faster.

## 03. Post Where Your Community Already Is

If you or your organization use Facebook or Instagram, share camp posts and tag @ussportscamps so we can amplify them. Local Facebook groups and community pages are also great places families look for camp recommendations.

**Tip:** Focus on places parents are familiar with and trust.

## 04. Link Your Camp from Your Website

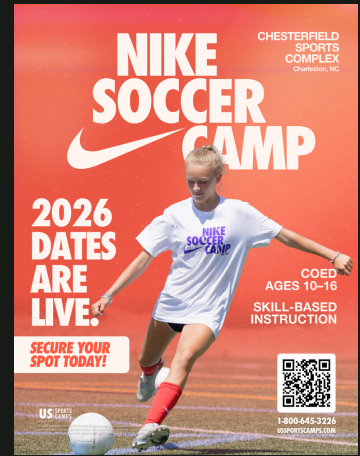
Adding a link to your US Sports Camps page on your school, club, and/or facility website helps families find your camp more easily.

**Tip:** Families visiting your site are already interested. Don't make them search for your camp.

## 05. Share Your Story and Wins

If you or your program have recent achievements, milestones, or coaching tips/insights, let us know. We can feature them on our website and social channels and connect them directly to your camp page.

**Tip:** Families love knowing who's leading the experience.



Flyers



Infocards



IG Story



IG Post

# LOCAL MARKETING CHECKLIST

## SHARE DIRECTLY WITH YOUR NETWORK

- Send multiple emails to your player, family, or recruit list
- Personalize the message using the provided templates in your Marketing folder
- Include the link to your camp page

## USE THE CAMP MATERIALS WE PROVIDE

- Your USSC contact will send you all your marketing materials once our design team has created them
- Share materials with parents, teams, local programs or businesses (*events, practices, meetings, etc.*)
- Place flyers in 2-3 relevant, high-traffic locations



## POST WHERE YOUR COMMUNITY ALREADY IS

- Share your camp on your school, club, and/or personal social page
- Post in a local parent or youth sports Facebook group (*where allowed*)
- Tag **@ussportscamps** so we can amplify your post



## LINK TO YOUR CAMP FROM YOUR WEBSITE

- Add a link to your US Sports Camps page on your website
- Place it where families already look (*programs, camps, announcements*)



## SHARE YOUR STORY AND WINS

- Share a short coach bio, team highlight, or recent achievement with your USSC contact
- Provide photos or video (*if available*) that help tell your story
- Confirm we can feature this on the USSC website and/or social channels

# EMAIL TEMPLATES

These plug-and-play email templates make it easy to generate local interest in your camps while boosting the impact of the US Sports Camps marketing engine.

Check your Marketing Folder for an email template file giving you access to several additional templates you can use to communicate with unregistered and registered campers.

## Email Template #1 Camps are live!

Dear Parents/Players/Coaches,

I'm thrilled to share that we are offering a Nike {SPORT} Camp at {SCHOOL/CLUB NAME} this summer, and registration is officially OPEN!

Our {SPORT} camps fill up fast—last year, we had an extensive waitlist. So don't hesitate to secure your spot today.

View camp dates and details in the link below:

{INSERT YOUR CAMP'S URL LINK}

I look forward to seeing you and your athlete at camp!

Best regards,

{COACH EMAIL SIGNATURE}

## Email Template #2 Limited Spots left!

Dear Parents/Players/Coaches,

Only {XX} spots remain at our Nike {SPORT} Camps at {SCHOOL/CLUB NAME}!

Register ASAP to secure your spot. I don't want your athlete to miss out on the opportunity to train hard and gain confidence at camp.

{INSERT YOUR CAMP'S URL LINK}

I witness the power that sports have in a young person's life every day and I'm honored to help your athlete grow in both sport and in life.

I hope to see your athlete at camp this summer!

Best regards,

{COACH EMAIL SIGNATURE}

# SOCIAL MEDIA

## Best Practices

You don't need to post constantly or be a content expert. A few real posts, shared at the right time, can help families discover your camp and feel confident signing up.

### BEFORE CAMP

## HELP FAMILIES FIND YOU

**Goal:** Let your community know the camp is happening and where to sign up.

**What to Post:**

- A simple announcement that Camp Is Live and registration is open
- A reminder as camp approaches (1-2 posts are enough)
- A link to your camp page so families can learn more

**Where to Post:**

- Your school, club, and/or personal Facebook or Instagram page
- Local parent or youth sports Facebook groups (where allowed)

**Tip:** A short post with a link works better than something overly polished. Parents care more about who's running the camp than fancy graphics.

### DURING CAMP

## SHARE THE EXPERIENCE

**Goal:** Show families what camp looks and feels like in real time.

**What to Post:**

- Kids working, learning, playing, having fun
- Coaches teaching or encouraging players
- Group moments like warmups, huddles, or end-of-day smiles

**How Often:**

- Once a day is great if it's easy
- A few posts over the week is still helpful
- Consistency matters more than frequency

**Tip:** Quick phone photos or short clips are perfect. Real moments build trust.

### TAG US SO WE CAN HELP

When you post, tag [@ussportscamps](#) so we can share your content and help extend its reach. If you have questions or need help, your US Sports Camps contact is always happy to support.



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