

LONDON CAMP FAIR

To: OCA Camp Directors and Administrators

From: Joan Russell, Circle R Ranch

Date: Wednesday, February 15, 2017

Time: Set-up: 4:00 p.m.

Show: 5:00 p.m. to 8:00 p.m.

Dear OCA Camp Director and Administrators:

We are pleased to announce the return of the annual London Region Camp Fair. It is our privilege to invite you to participate as an exhibitor to promote your 2017 camp season. The London Camp Fair is only open to OCA accredited camps.

We are excited to be returning to Oakridge Secondary School located on the west side of London on Oxford Street which has proven to be an ideal location for the fair.

The London fair has been very successful with a good turn out of potential camper families, looking for exciting new camping opportunities for their children. We have had extremely good numbers each year with upwards of 200 families attending.

This event offers an excellent marketing opportunity for all participating camps. Local school boards in the London area have always been extremely co-operative allowing us to distribute over 60,000 Camp Fair Flyers directly to all students through elementary schools in London and the surrounding region (exhibitor names are listed in the flyer).

All participating camps benefit from our location with:

- favourable demographics - surrounded by new and established subdivisions and communities
- very easily accessible
- plenty of free parking on site

Promotion material include:

- distribution to families through the Thames Valley District and Separate School Board
- notice in local newspapers
- distribution of notices through local schools, recreation centres, libraries, etc.

You can expect to:

- Generate registration for the 2017 season
- Generate leads for future business
- Gain greater public recognition - camps by name, personality and spirit.

Please return the registration form by January 23, 2017 to ensure your name is included in all promotion material.

We will provide more details of the event, a map to the site and your receipt upon receiving your registration form and fee. We look forward to repeating a successful marketing event. Please feel free to contact me with any further questions.

Thank-you. I hope you can join us.

All the best to you, your family and friends, for a very joyful, healthy, holiday season. Happy Trails!

Joan Russell

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