



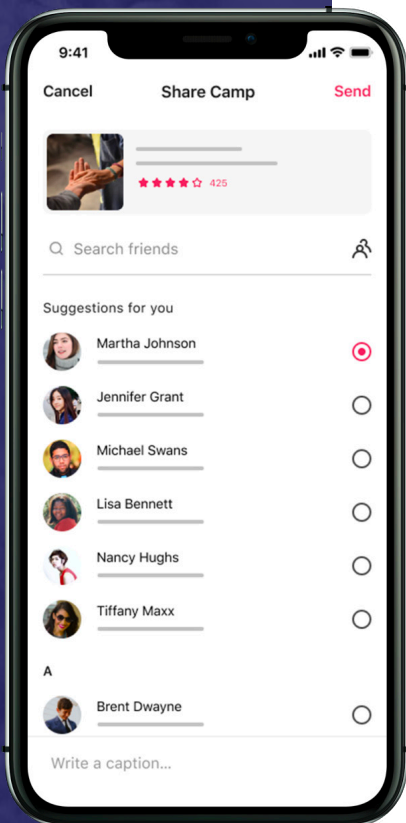
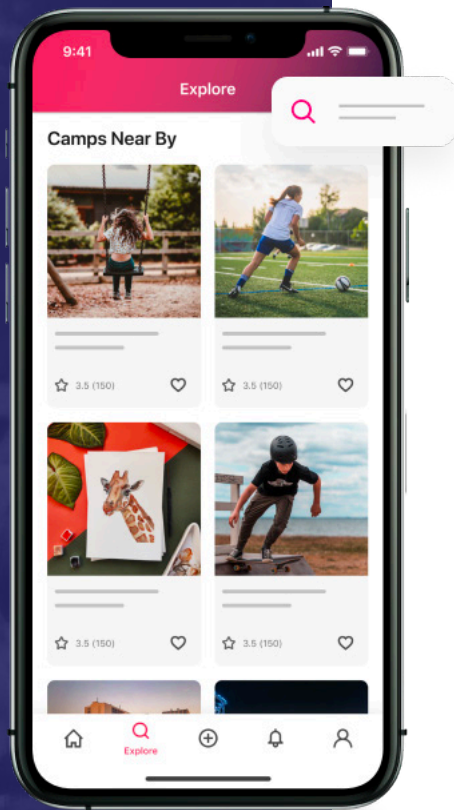
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**EASY WAYS**  
To Promote Your  
Camp, Class,  
or Program



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CWF Partner Incentive Program Plan



## It's time to reach more parents and boost enrollments!

Being a Camps With Friends partner is much bigger than obtaining a public listing or directory service.

### It means...

...getting **instant access** to the world's largest ecosystem of parents.

### It means...

...having a **dedicated social platform** where parents can find your business, sign their children up, and even interact with your posts.

## It means...



## Driving Re-Enrollments & Key Signup Deadlines

One of the biggest challenges for any enrollment-based business is keeping your customer base engaged and up to date on key signup periods and events throughout the year. The CWF app is the **all-in-one solution to bridge the gap** between you and not only your current customers, but also to an entirely new pool of potential candidates.



## Boosting Your Ratings & Reviews

Don't let negative ratings or limited reviews hold your business back any more. Through the CWF app, businesses like yours can take full advantage of an entirely **new channel to gain positive reviews** through. Your customers can submit reviews seamlessly through the CWF App with built-in alerts following classes or programs.



## Improving SEO & Online Search Visibility

Getting visibility in the vast digital realm of search engines and social media is no easy feat. It takes significant time, effort, and advertising capital to gain and maintain awareness. The CWF App removes the noise between parents and top rated camps, classes, and programs, making it **the ultimate platform for your business to spread awareness**. Additionally, the inter-link ability within the CWF Directory makes it easy to improve organic website rankings and visibility on social media channels.



## Getting Even More Involved In Your Community

With all of your customers in one place, staying connected with your local community has never been easier. Think of it like a mini-Facebook built by and for parents to enrich their child's life through extra curricular camps, classes, and programs. From key events to in-app messaging and forums, the CWF App is **full of ways to engage with parents** in your community.





# Put your business in the spotlight



CWF is passionate about connecting kids camps and classes around the world with parents in an easy, fast, and affordable manner. For camps specifically, we set out to drive awareness of their camp with parents in the area that will be primed for signing their children up.

**Looking to reach more parents without a bigger ad budget?** Tell your parents about the Camps With Friends App and maximize your camp's visibility with free ad space, featured content, and much more from Camps With Friends.


# Get parents and families in your network involved!

## Starter Package

### What you get:

- \$20 Free Advertising Spend Per In The App
- 1 Featured Spotlight Blog On Our Page With Backlinks
- 2 Featured Social Media Posts
- 1 Email To Entire CWF Database About Camp

### What do I need to do next?


-  Send an email blast to parents and families in your database on how to get involved with the Camps With Friends App

## Pro Package

### What you get:

- \$50 Free Advertising Spend Per In The App
- 1 Featured Spotlight Blog On Our Page With Backlinks
- 2 Featured Social Media Posts
- 1 Email To Entire CWF Database About Camp
- Target List of Parents In Their Area (# Contacts TBD)

### What do I need to do next?




-  Publish a blog featuring the Camps With Friends App on your website or blog site
-  Send an email blast to parents and families in your database on how to get involved with the Camps With Friends App

## Ultimate Package

### What you get:

- \$100 Free Advertising Spend Per In The App
- 1 Featured Spotlight Blog On Our Page With Backlinks
- 2 Featured Social Media Posts
- 1 Email To Entire CWF Database About Camp
- Target List of Parents In Their Area (# Contacts TBD)
- Mention In A Press Release

### What do I need to do next?

-  Publish a blog featuring the Camps With Friends App on your website or blog site
-  Send an email blast to parents and families in your database on how to get involved with the Camps With Friends App
-  Share a post about Camps With Friends across each of your social channels

## Custom

### What you get:

- \$100 Free Advertising Spend Per In The App
- 1 Featured Spotlight Blog On Our Page With Backlinks
- 2 Featured Social Media Posts
- 1 Email To Entire CWF Database About Camp
- Target List of Parents In Their Area (# Contacts TBD)
- Mention In A Press Release

**Get in touch with a Camps With Friends team member for custom plans and partnership offers!**

**Note:** Specs and guidance for required creative materials will be provided but all customer artwork, imagery, and graphics will not be provided.



Camps  
with  
friends ™

