

# WESTTOWN SCHOOL

975 Westtown Road, West Chester, Pennsylvania 19382

## ***Greater West Chester Camp & Summer Programs Fair Sunday, February 7, 2010, 11 a.m. to 3 p.m.***

September 2009

Dear Camp/Summer Program Director,

Westtown School invites you to showcase your summer program at the **Greater West Chester Camp & Summer Programs Fair on Sunday, February 7, 2010.**<sup>1</sup> The fair will be held in our Athletic Center from 11 a.m. to 3 p.m. Our Athletic Center can comfortably accommodate more than 150 vendors and more than 700 visitors at a time. Admission and parking for campers and their families are free.

### **Westtown School and the Local Area**

Westtown School is a Quaker, coeducational pre-K-12 boarding & day school in **West Chester, Pennsylvania.** West Chester, an affluent suburb of Philadelphia, spans 75 square miles of Chester County. The West Chester Area public school system serves over 12,000 students. Within a 10 mile radius, there are 10 other public school districts and dozens of private, parochial, and charter schools.

### **Publicity Efforts**

In addition to promoting the event to families of our 760+ students, our publicity efforts will include:

- Sending postcards advertising the fair to over 3,000 area families with school-aged children in their households (at least 2 mailings).
- Advertising in a recreation publication distributed to approximately 8,000 students in the West Chester area school district and delivered to another 4,500 families in and around West Chester, *and* advertising in area summer camp guides distributed in late January.
- Hanging a banner advertising the fair in West Chester borough and on Westtown Road near the school.
- Advertising with family testimonials about the value of the Fair.
- Contacting the visitors who sign up for Camp & Summer Program Fair announcements each year.
- Seeking featured articles and placing ads and listings in local & regional news & family publications and on appropriate websites (ACA website, radio & television websites, summer program websites, etc.).
- Distributing flyers and information to dozens of area public, private and parochial schools, businesses, and churches.

We are also very excited to offer a feature that is sure to draw in more families: the Chester County Sheriff's Office will staff a booth at our fair to share information with parents about the "Think S\*A\*F\*E" program which teaches children how to avoid dangerous situations. This will be an additional draw for families, but will be handled in a way that does not limit families' abilities to explore the camps and summer programs at the fair.

### **Visibility for Registered Camps & Programs**

- We will publish a *Camp and Summer Program Guide* providing a description of, and contact information for, your camp. Westtown will distribute this guide, free, to all attendees at the fair. **Please provide information by January 8, 2010 to ensure inclusion in *Guide*.**

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<sup>1</sup> For those of you traveling from a distance, maximize the value of your trip by attending some or all of the fairs in the Delaware Valley that week. Tower Hill School in Delaware will have its annual summer camp fair on Thursday, February 4; and Moorestown Friends School in New Jersey will have its *Summer Adventures and Teen Travel Camp Fair* on Saturday, February 6 (contact Matt at 856-914-4416).



*spirited Quaker education since 1799*

- We will include on the Westtown Camp Fair site ([www.westtown.edu/campfair](http://www.westtown.edu/campfair)) a **brief description of your program and a hyperlink to your website**. Westtown will add this information after receipt of your registration information and payment in full.

### **Registration Fees and Additional Details**

- Registration fees:
  - \$200 (*due by January 8, 2010*), includes:
    - 1 table (approx 6 foot)
    - Lunch vouchers for two people (lunch will include sandwiches or hoagies, fruit, chips, cookie and/or brownie, water and/or soda, and coffee)
    - Volunteers to help you locate and deliver materials to your display area
    - Inclusion in *Summer Programs Guide*
    - Table-cover (if needed)
    - 1 chair (additional chairs available upon request)
    - Electrical service, if needed (limited and available on first-response basis)
  - \$75 for each additional table
  - \$12 per person for additional lunches
  - Registration fee is refundable until January 8, 2010.
- Ad space is available for an additional charge:
  - Specs and cost:
    - quarter page: 3.5" x 4.75" -- \$65
    - half page vertical: 3.5" x 9.5" -- \$115
    - half page horizontal: 7" x 4.75" -- \$115
    - full page: 7" x 9.5" -- \$200
  - Please email ads as an Acrobat (.pdf), JPEG (.jpg), or TIFF (.tif) file to [carol.trask@westtown.edu](mailto:carol.trask@westtown.edu) **by January 15, 2010**. We cannot guarantee placement of ads received after that date.
- We will email confirmations, directions, hotel lists, and details concerning set-up by January 29, 2010. If you need the information sooner, please don't hesitate to contact me.
- **Snow date:** Sunday, February 28, 2010, 11 am – 3 pm.

We hope that you will join us for the ***Greater West Chester Camp & Summer Programs Fair on February 7, 2010***. If you have any questions, please don't hesitate to call or email me.

Sincerely,

*Carol B. Trask*

Special Events & Volunteer Manager

Ph: 610-399-7916; Fax: 610-399-7501

Email: [carol.trask@westtown.edu](mailto:carol.trask@westtown.edu)