

The Sports and Coaching Camp Business Guide

Campaign plan and sample copy

Add your details and work through this sheet with your team.

Camp / programme

Prepared by

Date

Offering
Specific dates, place, audience, and price

Audience need
Problem the camp solves

Real proof
Qualified staff, sample lesson, verified venue, genuine feedback

Call to action
View details, ask a question, or book

Date	Channel	Message	Permission or approval needed	Cost limit	Measure	Owner
Date	Channel	Theme	Status	Amount	Paid bookings or other clear measure	Name

Date	Channel	Message	Permission or approval needed	Cost limit	Measure	Owner

Sample youth-camp copy:

A clear first step into [sport]. Our [age-range] camp runs [dates] at [real venue]. Participants practise [specific skills] with [accurate staffing or qualification statement]. Hours: [hours]. Price: [full required price information]. See the plan and book at [route].

Sample adult-camp copy:

Spend [length] building your [sport] skills with a group at [level]. Join us at [venue] on [dates]. The package includes [items] and costs [price]. Read the activity demands, schedule, and terms at [route].

Stop or change rule

Spend limit, unsuitable leads, poor booking result, or delivery risk

Use only claims and availability you can prove.