



## CampExperience™ Executive Summary

Thank you again for your support of CampExperience. This year was the best-ever 5<sup>th</sup> anniversary celebration and we honor the sponsors that make CampExperience™ possible.

I have completed the Sponsor Final Report including feedback from the attendees and the actual donations for the Charity Partners. This Final Report is posted on the Press Room page at [www.CampExperience.com](http://www.CampExperience.com). The Final Report has the story of Camp from the inception through 2010. This summary has the details of the 2010 year of events and promotions and group shot. It has the most up-to-date web statistics. It also highlights the on-site research from the Welcome and Exit surveys and documents the shift in brand recognition and positive feedback.

### Executive Summary Style

For your convenience, I have drafted this executive summary of the Sponsor Final Report.

### CampExperience 2010 AGAIN the "Best Ever!" and Largest Ever

As we again discovered in the on-line survey, CampExperience™ is now established as the premier women's networking and educational retreat in Colorado.

- 60% of the women came for personal and professional development
- 74% came to recharge (first-ever weekend dates this year)
- 55% came for the speakers and topics
- 55% came for top level networking
- 80% said they were "very satisfied"
- 60% say they are "very likely" to attend in 2011
- 83% say they are "very likely" to recommend Camp to a friend or colleague

We have about 50% return Campers and 50% new Campers, mostly hearing about Camp from a past Camper or Betsy (50%) followed by a speaker or sponsor (34%). In 2010 we had 175 full-time Campers, day Campers and special guests, and 30 personal services and adventure workers for a total of 210 participants.

### Year of Marketing Events and Promotions

In 2010 CampExperience™ participated in or hosted:

- 2009 October Warren Village Jacket Exchange Reunion
- First-ever Marketing Workshop in February at Cielo at Castle Pines drawing 145
- First-ever Business Building Workshop in June at Park Place drawing 80
- SOLD OUT MiniCamp featuring speakers, sponsor showcase and personal services
  - Hosted at the Ritz-Carlton, Denver, drawing 100
- Sponsor-hosted events including:

- Camp**Cooking** benefitting Charity Partner The Women's Bean Project at Supper Solutions Littleton, CO, drawing 20
- Make-over night at Simply Moore drawing 58
- Shopping nights at Pine Creek Boutique, Pampered Passions Fine Lingerie and Foot Solutions, Lowry, total attendance of 130
- Monthly Camp**Connections** hosted the second Tuesday of every month at Northwestern Mutual Financial Network; group is usually 15-25
- The Staples' CampConnections public event and speaker drawing 60
- Camp sponsored a kick-off lunch with The Women's Bean Project with 600 in attendance
- Camp presented at Mile High United Way Lunch and Learn and The Women's Vision Foundation's Savvy Salon events as well as promoted Camp at The Colorado Women's Chamber of Commerce lunches and the Alliance of Professional Women's lunches

In our research, no other sponsorship packages in Denver include exposure for a year of this quality of events leading up to Camp**Experience**™. Sponsors at the Host and Presenting Levels can also choose to create their own events for the Camp audiences.

At these Pre-Camp events we touched over 600 women with the Camp and sponsor's brand. Many events also had VIP bags of sponsor promotions. 300 VIP bags, with participating sponsor information, were distributed.

### **Charity Partner Support**

This year our Charity Partner giving again included a \$5000 Matching Grant from The Gay & Lesbian Fund for Colorado. With two starting donations of \$1500 each by the Women's Foundation of Colorado and the Mile High United Way, we collected a total of \$22,000 from the on-site activities and donations from Campers and Camp sponsors. We also again collected hundreds of items for the St. Anthony Central Hospital Bloom project to support teenage mothers.

### **Growth and Development: 2011 6<sup>th</sup> Anniversary CampExperience™**

The dates are September 23-25th for the sixth anniversary Camp**Experience**™ back at Copper Mt. Resort. Again these dates are over a weekend, due to the positive feedback from the 2010 weekend dates.

The 2011 event will continue to build on the success of the Camp "Women Who Rock" awards with five new winners. We will use the successful 2010 structure of national speaker keynote sessions, as well as brand new workshop topics, new adventures and new networking activities. 2011 will continue to have expanded Charity Partner fundraising activities as well as the year of exciting Pre-Camp events. We will have our first "camping" event at Spruce Mt. Ranch June 2-3, 2010 in Larkspur, CO.

## Sponsor Opportunities for CampExperience™ 2011

**"Camp delivers a documented 200% return on my \$50,000 sponsorship investment. It is the most valuable marketing tool I have ever seen."**

**Tara Zimmerman, Northwestern Mutual Denver  
Presenting Sponsor**

**"The Camp network has grown my business every year.....and the Camp clients keep referring and referring!"**

**Dr. Michelle Wendling, Promotional Partner**

**"161 Camp ladies are now Staples Reward card users and dozens of businesses have moved printing to Staples."**

**We would love to continue to build on the positive momentum from 2010 and keep you as a sponsor for the September 23-25, 2011 event.**

Please take a look at the enclosed **RENEW 2011 sponsorship agreement** and let's set up a time to chat about the details. The sponsorship opportunity will be held for your first-right-of-renewal till December 1, 2010.

When you work the year of Camp**Experience**™ events and promotions, it works for you. Let us help you maximize your strategy.

Again we are proud of the proven track record of Camp**Experience**™ in delivering new customers and a network of amazing women to all of our sponsors. We look forward to an exciting 2011.

Betsy Wiersma, Founder

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