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Beyond Rock Camp: Plan Summer Music Camps That Break The Mold

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Topics We Will Cover

- Why Hold Camps
- Types of Camps
- Camp Content
- Logistics
- Execution



Why Hold Summer Camps?

- Financial Additions
- Strengthen Existing Programs
- Reach Different Demographics



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Types of Camps

- Curriculum Based
 - Curriculum and all other details are developed by the store. A camp leader is hired to execute the camp.
- Teacher Based
 - The Camp leader is the main driver for the curriculum and all other details. The Teacher has “ownership” of the camp.



Types of Camps

- Rock Camp
- Kid's Camp
- Music Exploration Camp
- Classical Camp
- Theatre Camp
- Vocal Camp
- Camp for Adults





Content

- Learning vs. Free Time
 - Depends on age
 - Schedule a lunch
 - Beware of vocal and hand fatigue





Logistics

- Ages and Goals
 - Younger age camps are primarily about marketing and recruiting
 - The mantra should be “Good Experiences”
 - Older age camps can be more heavily focused on educational goals





Logistics

- Length of Camp
 - Monday-Friday is the most common
 - Hours vary greatly
 - *Don't copy other music camps. Copy other local camps regardless of the genre.



Logistics

- Quantity of Leaders
 - Depends on age range
 - Research your state's minimum ratio for kids/adults
 - *At least 2 adults at ALL times





Logistics

- Free Time
 - Do you have access to a space for the kids to get their energy out?
 - If not, you are limiting how many students you can take

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Execution

- End of Camp Presentation – A MUST
- Parent/Student Feedback
- Add Value
- Promote Camp Bands

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Camp Performance “The Rock Show”



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Add Value

**Professional
Songwriters**

**Guest
Artists**



Promote - Book Shows for Camp Bands



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