

The Prep of South Tampa Media Campaign

Francesca Marotta

The Prep of South Tampa Media Campaign

The Prep of South Tampa is a non-profit dedicated to enriching the lives of the Tampa Bay community. The facility operates under the pretense that character is built up through mind, body, and spirit. Through restoration and expansion, the board members aim to bring unity to the community.

The Facility was reformed from The Boys and Girls Club to what it is now in 2013. However, have they remained a small institution since then. This summer from June 2nd-August 6th, I led a Media Campaign to bring awareness and increase revenue for the facility. The goal was to create and use media more strategically compared to their previous methods. Before starting this campaign, there was no direction or purpose for their media. Through this campaign, I aimed to create more consistent and professional media, create engaging content, use graphic design and media to construct a more professional work environment, and to bring awareness to what the facility has to offer. I was able to do this by fixing our social media platforms, creating a template for our newsletter that was clear and appealing, engaging with current followers through giveaways and incentives, promoting successful and struggling programs, and creating a consistent brand for the company. Each month of the Campaign I created a monthly media schedule consisting of what would be posted each week and what times would be best according to our analytics. The campaign ran successfully and the changes were implemented as permanent to continue the success for the company.

The Prep of South Tampa had no previous Media direction. This position I was given was originally supposed to be a trial to see if it was necessary and helpful for the company. Since the start of the campaign, we were able to grow our following and increase engagement on both of our social media platforms. Through promotion on our platforms and newsletters, I was able to

increase registration for programs that were near cancellation. Due to this success, we were also able to add new programs because of the growing awareness for the facility. This position has been turned into a full-time position due to the realization of how important it is for the success of the company. This media Campaign helped create a more professional and respectable work environment, and help raise awareness about the company in the Tampa Bay Community.

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The Prep of South Tampa

MEDIA CAMPAIGN



In 2020 I graduated with a Bachelor of Arts in Communication from the University of Tampa. During undergrad I held an AD/PR position for my sorority, received a digital marketing internship, and worked at HOTWORX South Tampa, where I helped run their Social Media.



Presentation Overview

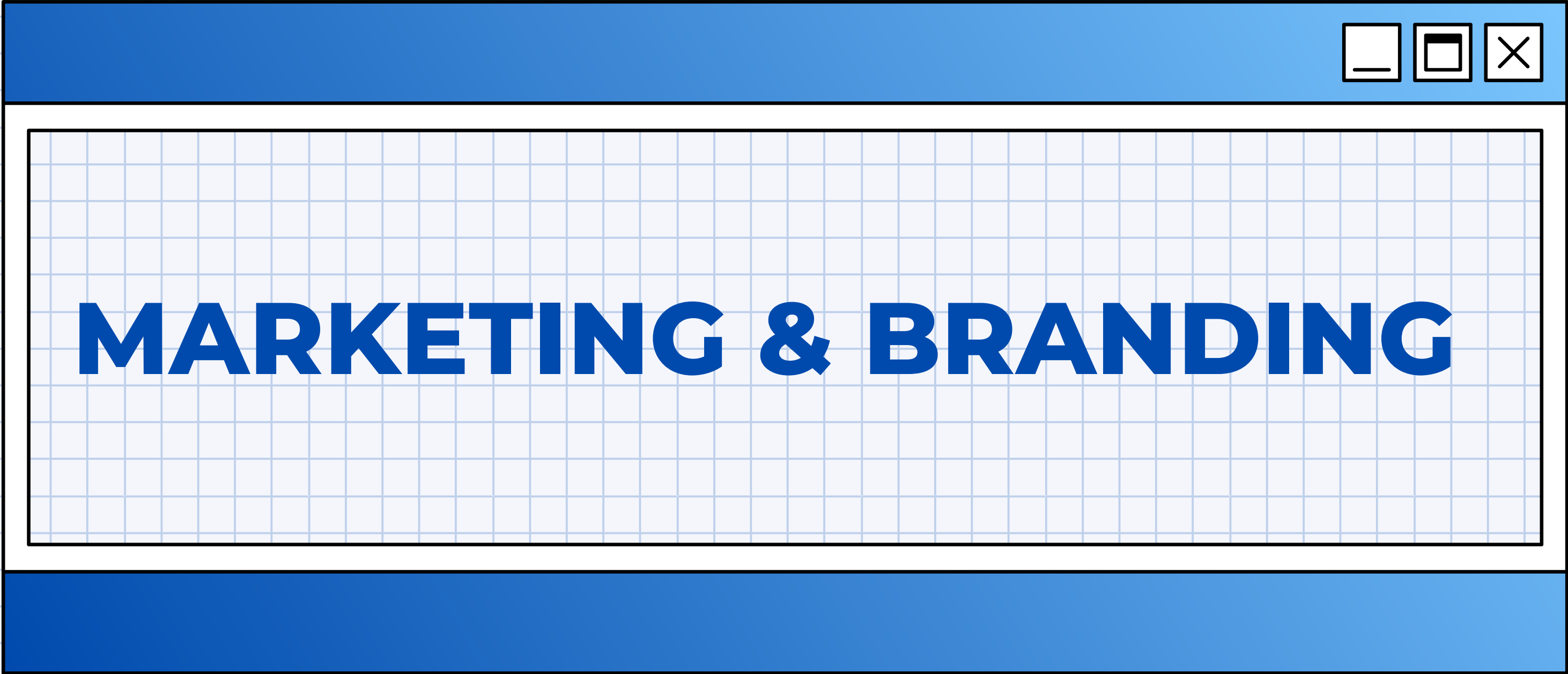
THINGS WE'LL COVER

- What is The Prep
- Background Research
- Branding Kit
- Campaign Goals
- Audience
- Previous Social Media
- CAMPAIGN
- Strategies
- Current Media
- Media Schedule
- Where do we go from here?

COMPANY OVERVIEW



- Non-Profit
- Originally Boys&Girls Club
- 2013 -> The Prep of South Tampa
- "Youth Enrichment Hub"



MARKETING & BRANDING



SITUATION ANALYSIS

STRENGTHS

Location in South Tampa, big facility, only batting cage in tampa with AC, Cheap Memberships, diverse programming

WEAKNESSES

More expensive programs and camps, new camp, needs renovation, IFYKYK, Lack of consistent staff, COVID

OPPORTUNITIES

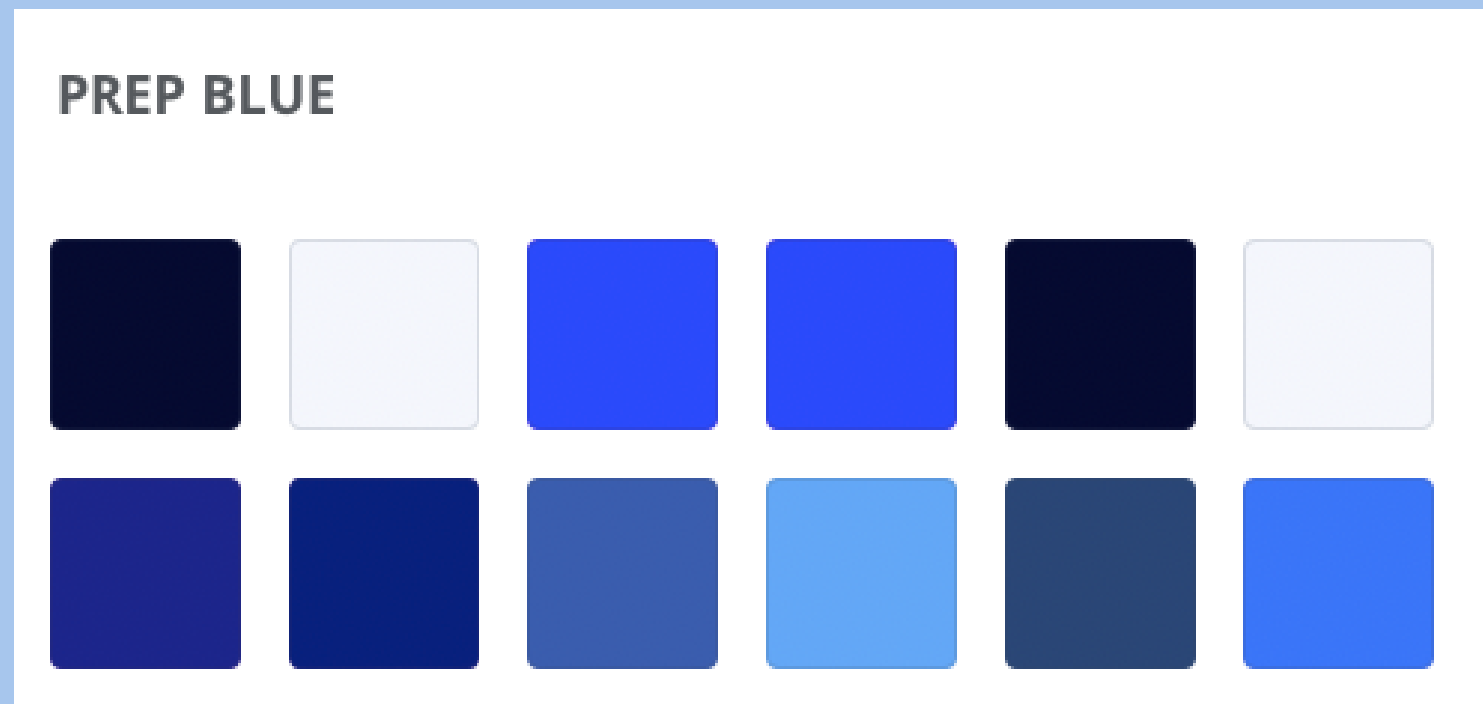
Growing bigger each year, expressed interest in captial investments, rental opportunities, anything is possible.

THREATS

Growing bigger but still lots of unused space, slower through the fall, YMCA, other cheaper camps, late social media presence



COLOR SCHEME



LOGOS



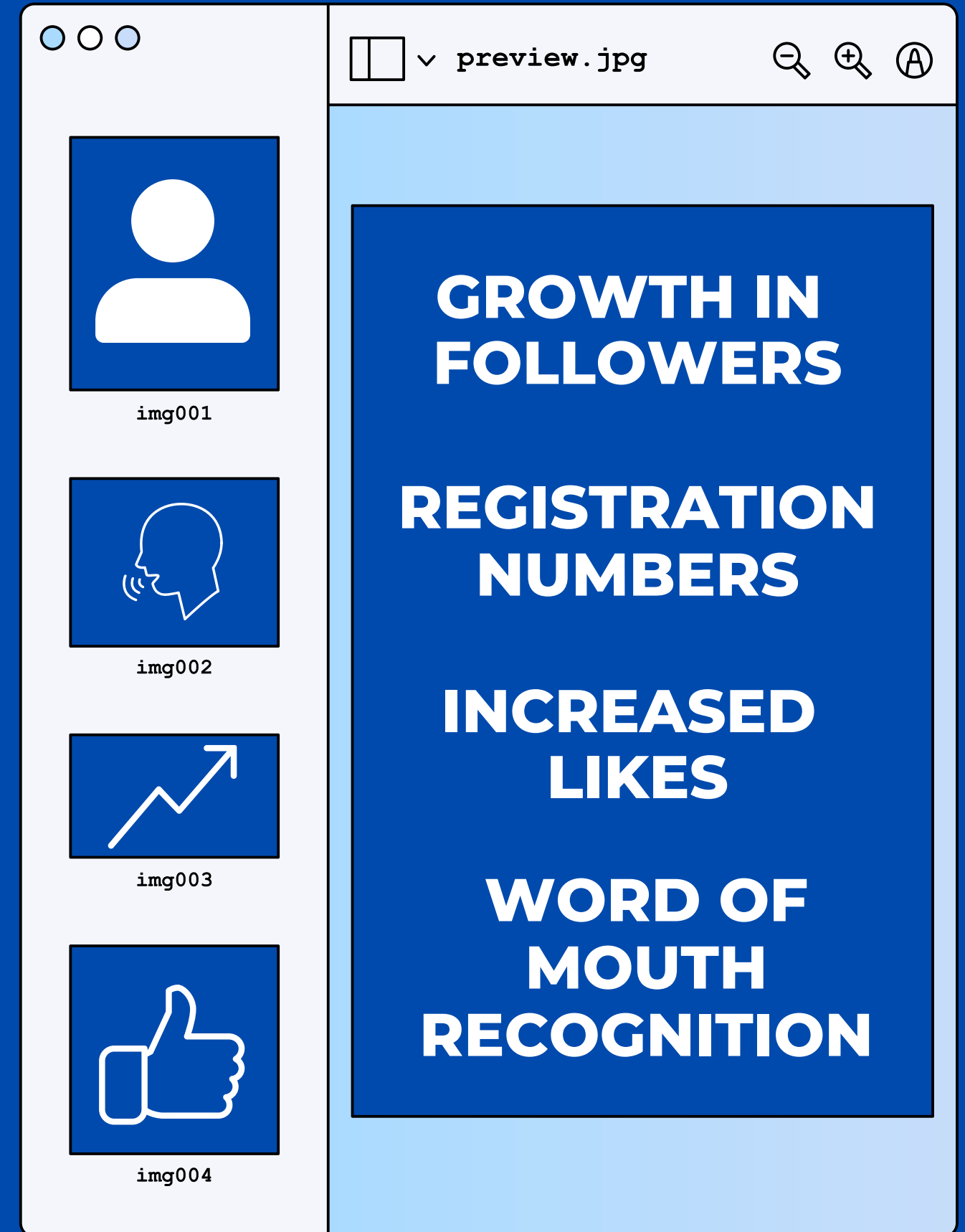
FONTS

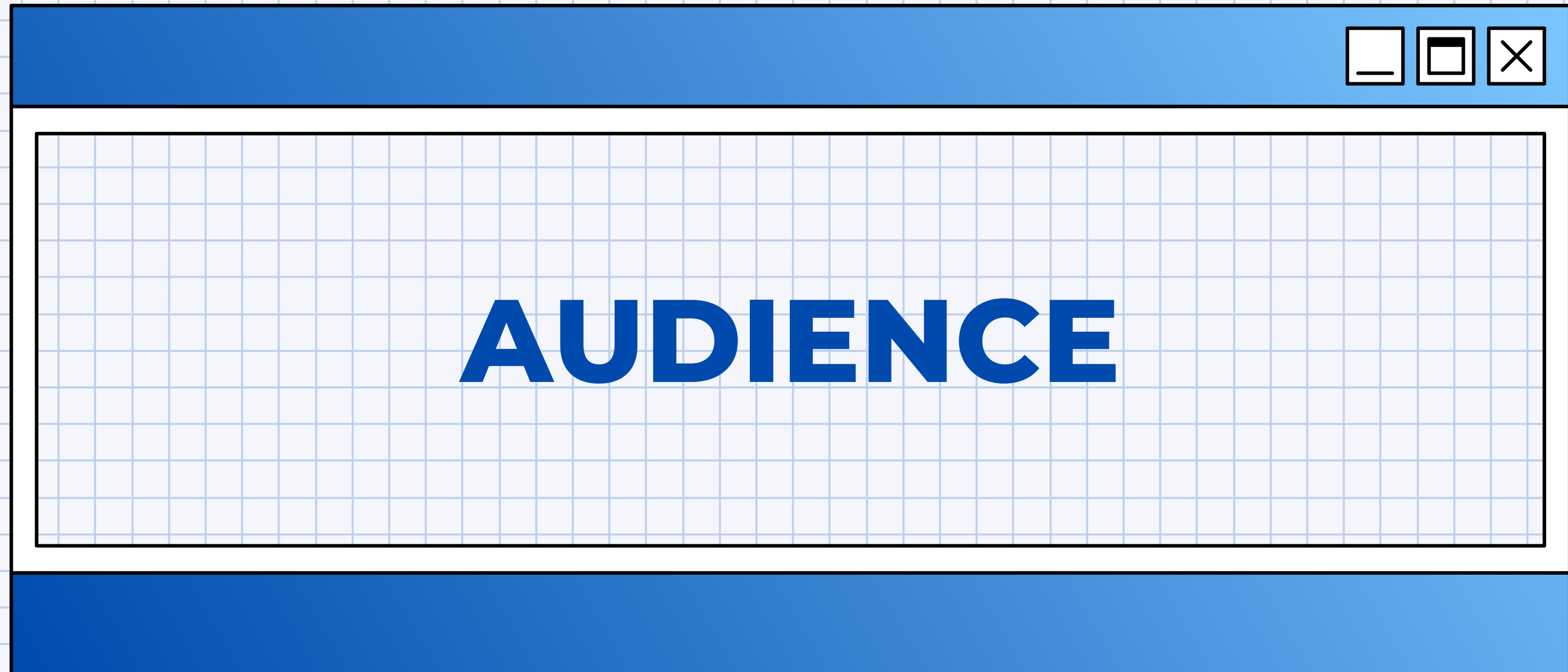
Montserrat Extra Bold
Montserrat Classic

- 
- Create engaging content
 - Post more regularly
 - Build a bigger following
 - Create a consistent brand
 - Stray away from primarily graphic/informational posting
 - Consistent and engaging newsletters
 - Use Social Media/Media to better promote our facility
 - Use Media to create a more professional work environment

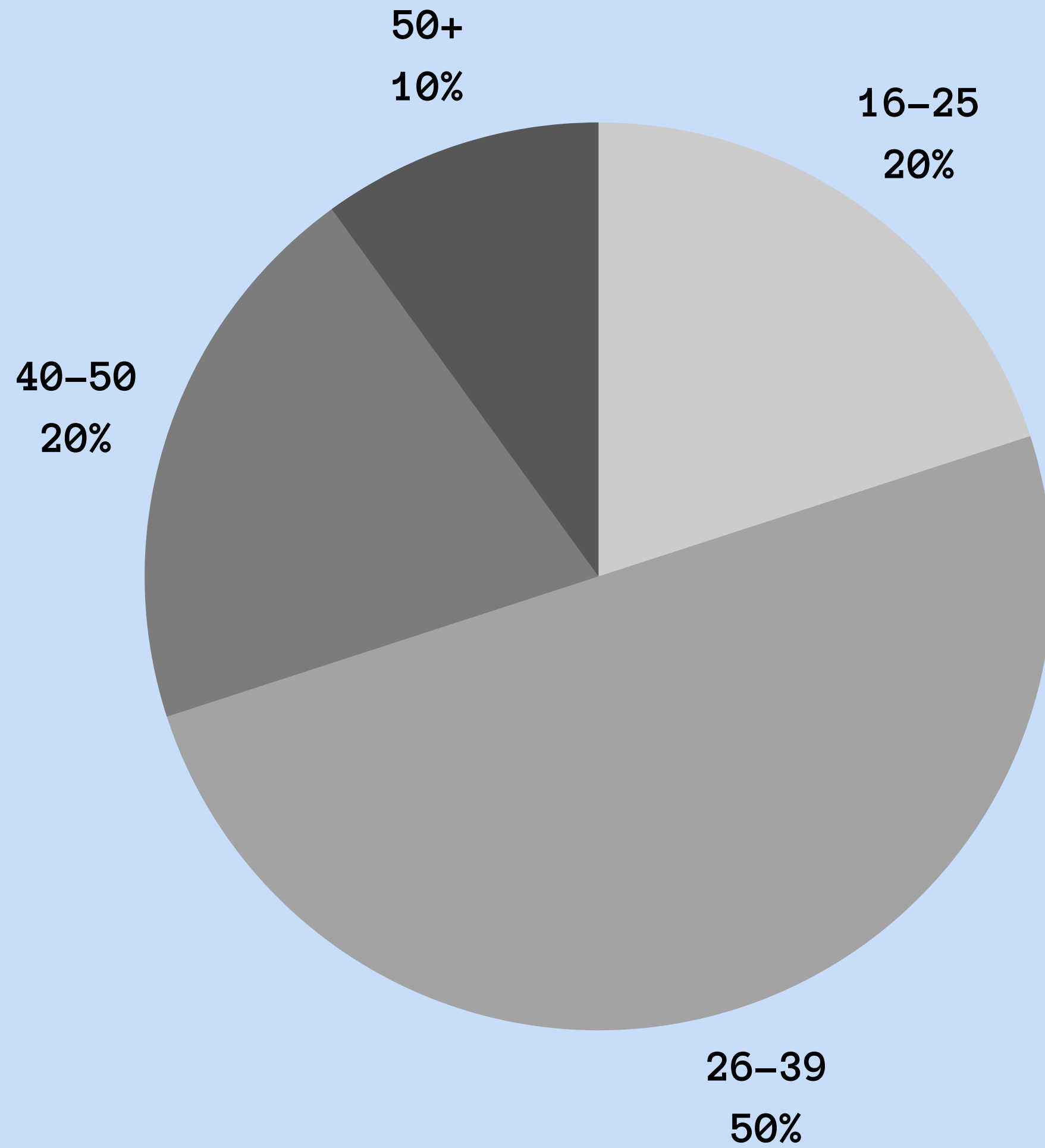
CAMPAIGN GOALS

OBJECTIVES AND MEASUREMENTS





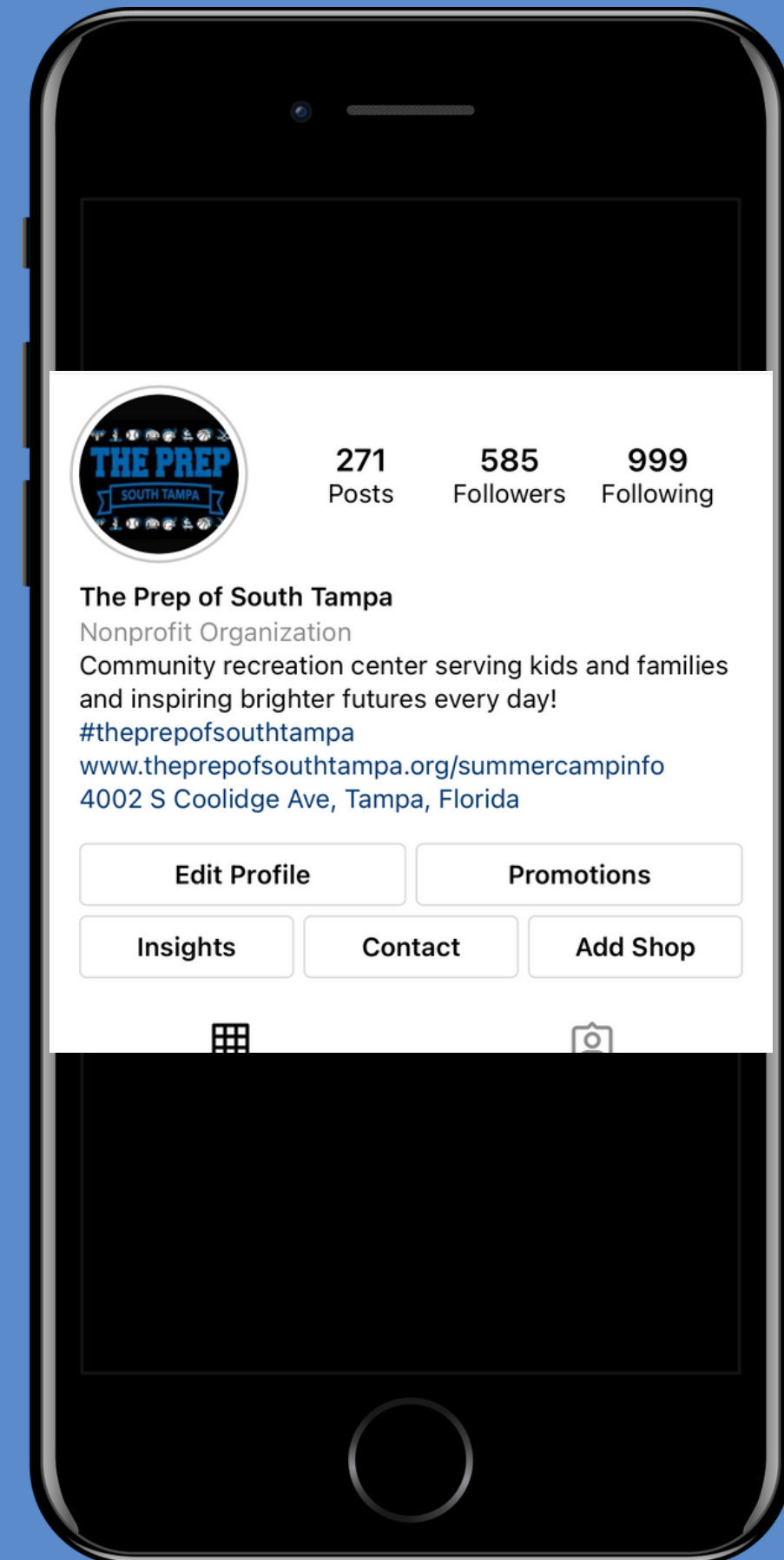
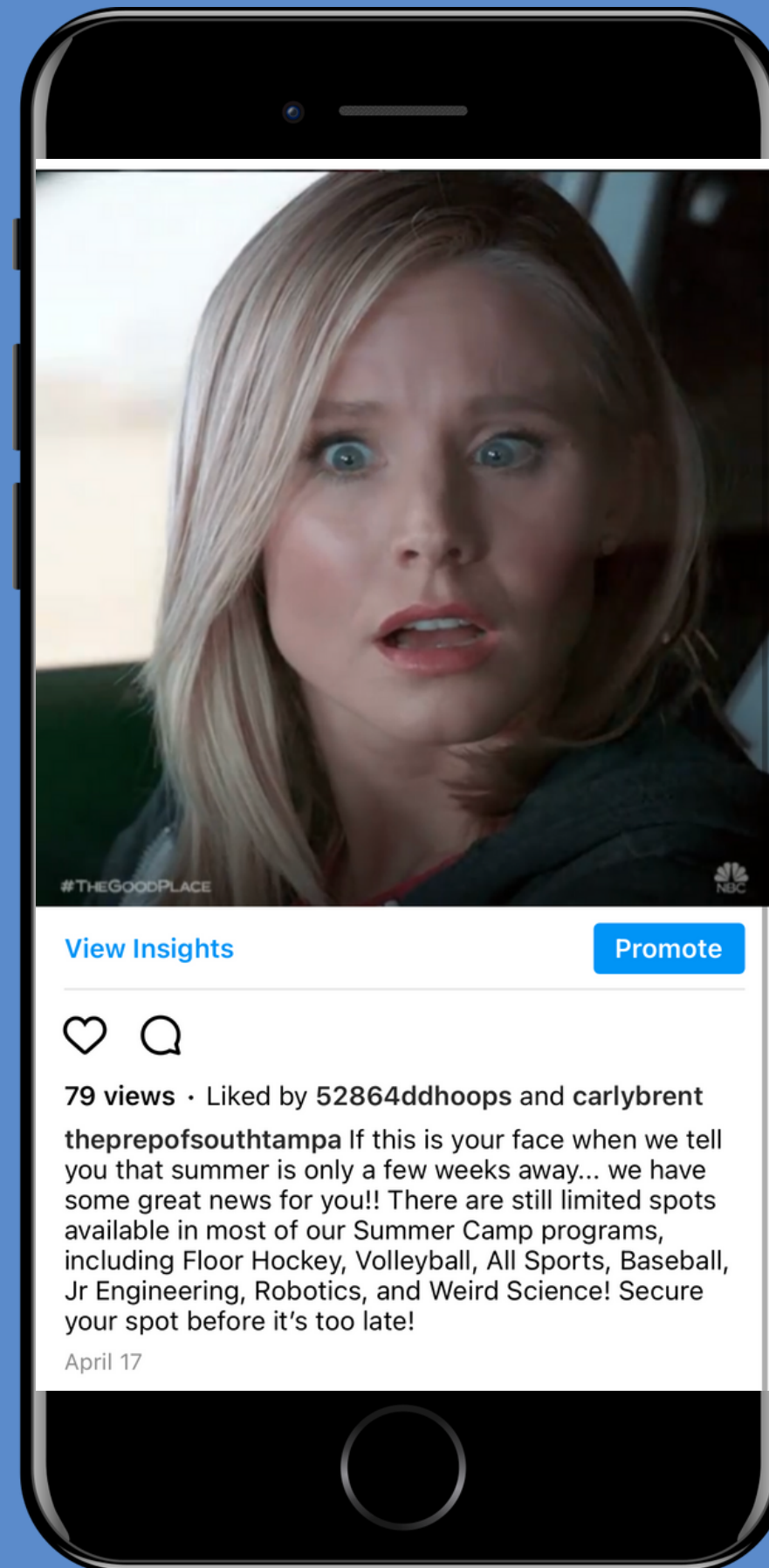
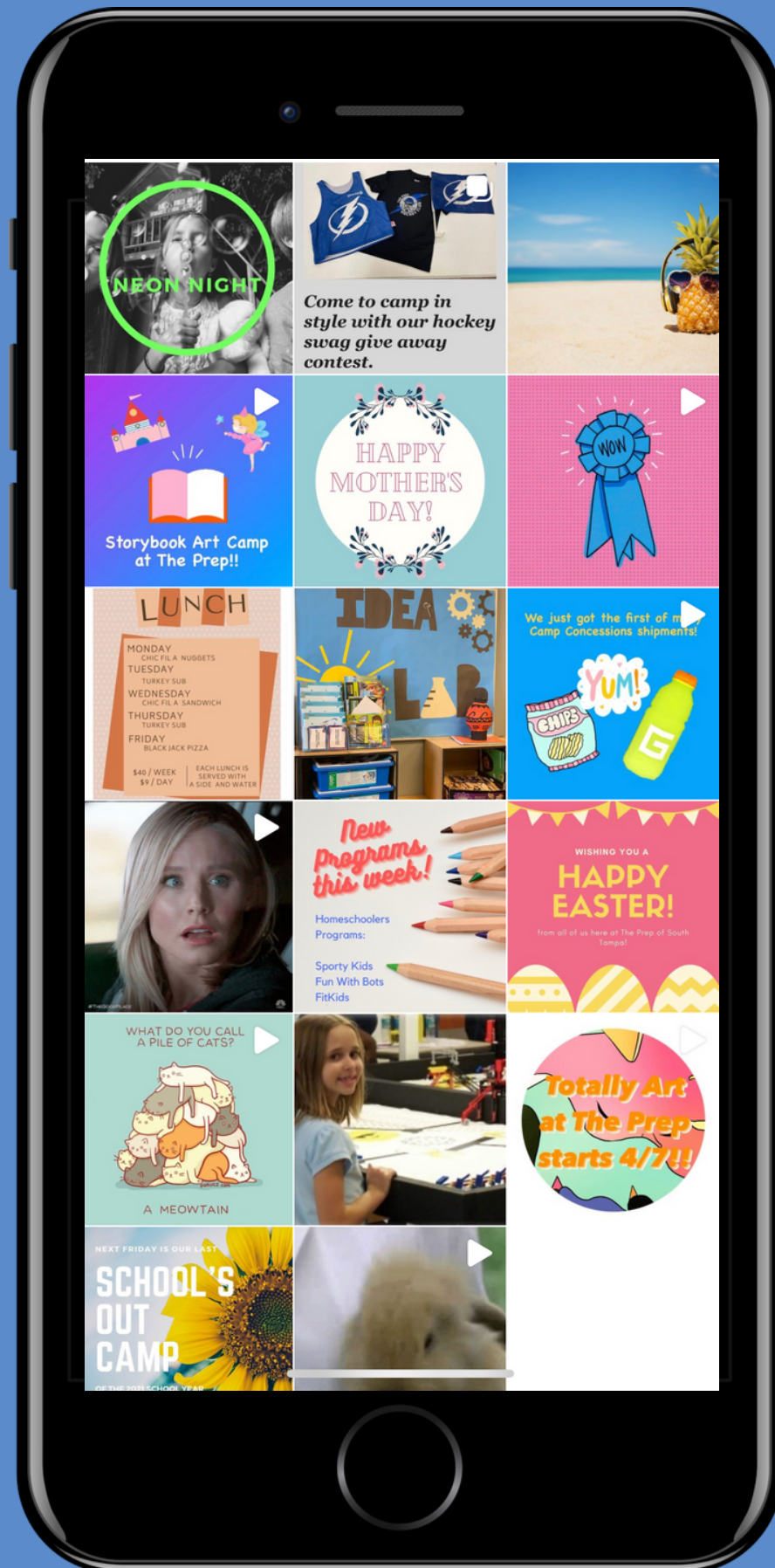
TARGET MARKET



PREVIOUS SOCIAL MEDIA



Instagram





OUR COUNTDOWN TO SUMMER HAS OFFICIALLY BEGUN

FIRST DAY OF
SUMMER CAMP

04 : 31
weeks days

It's the final countdown..

In just a few short weeks we will open our doors for our 7th year of summer camps. Our team is ready to welcome back so many returning families and meet new campers this year, but first we wanted to say *THANK YOU*. We are extremely thankful for our community's continued support and can't wait to provide your children with an amazing summer.

Still planning your summer camp schedule?

No worries! We still have spots left in camps each week for all ages. View our summer camp calendar to plan out your children's full summer experience.
[View Calendar Here](#)



Get Ready for Camp with a FREE WEEK OF LUNCH

GIVEAWAY
GIVEAWAY
GIVEAWAY
GIVEAWAY
GIVEAWAY
GIVEAWAY
GIVEAWAY

Here's how to win..

Stay tuned for our upcoming summer camp newsletter series where we will be going over all the summer camps we offer. This is a great opportunity for you and your child to learn more about each camp AND win a free week of summer camp hot lunch. Just hit our "enter to win" button each newsletter to submit your entry. There will be multiple winners so don't give up!



Summer Camp Series: STEM camps

A camp designed for exploring the fun side of science

All about STEM camps!

The Prep of South Tampa's stem based camps are one of a kind. Each year we offer a variety of science themed camps so campers can explore and learn about different areas of science each week. It's a camp experience like no other where kids spend the week learning, experimenting, making friends and creating fun memories around an important subject.

Studying and working in STEM means learning about the world around you, finding innovative solutions to real-world challenges, and playing a role in some major discoveries and developments. Campers have these opportunities and more in STEM based summer camps



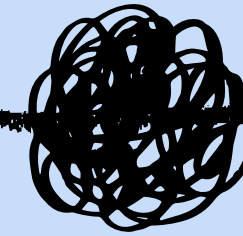
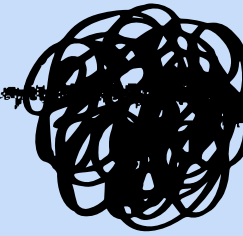
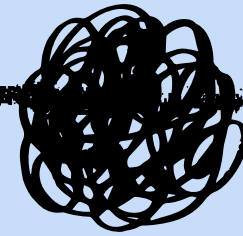
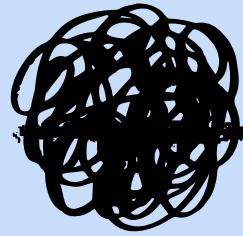
Why should children attend a STEM based summer camp?

STEM based summer camps are great for keeping children's brains engaged and learning throughout the summer. It also provides an opportunity for children to become more confident in themselves with the subject as they expand their knowledge in fields of science. Regardless of the future path considered by these children, the skill sets learned in STEM camps go a long way to preparing them to be innovative. This camp is best for children with curious minds that love discovering through hands on projects. Most importantly, it's FUN time!





STRATEGIES



**CLICK WORTHY
CONTENT**

**PROMOTE
PROGRAMS**

REBRAND

**ENGAGE AND
INCENTIVIZE**

Tactics

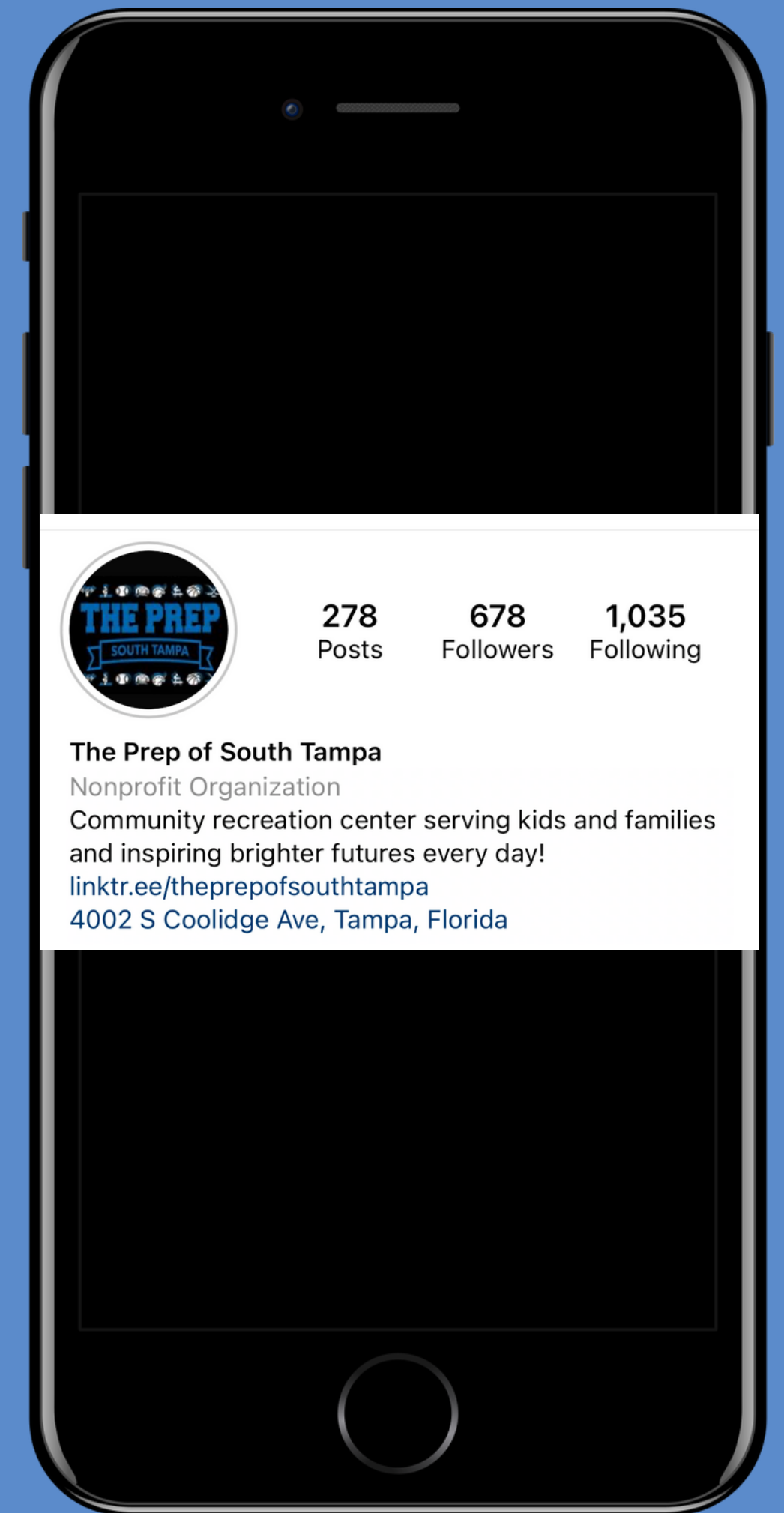
WHAT DID WE DO TO HELP
REACH OUR GOALS?

- 
- A stylized window frame with a blue header bar containing three icons (minimize, maximize, close). The main content area is blue and contains a list of tactics. The window has a white border and a white scrollbar on the right side.
- Archived most photos
 - Created templates for consistency
 - Created a media schedule Monthly
 - Created a new brochure
 - Focused on new promotions
 - Polls and Questions to engage followers
 - Utilized professional camera for quality images
 - Giveaways

UPDATED INSTAGRAM



UPDATED INSTAGRAM



PARTY INFORMATION

TIME

Party run time is 2 hours on Saturdays and Sundays. This includes your desired activities and time for food and cake.

COST

\$300 is the standard fee and include an instructor and up to 10 guests. Additional guests will include a charge of \$20 per child.

WHAT YOU'LL NEED

Food and Decorations.

We've teamed up with blackjack pizza to cater your next birthday party! Serve up one toppings pizzas to your guests for 8\$ a pizza.

BOOK YOUR PARTY TODAY

For birthday party inquiries please email:

**BIRTHDAYS@
THEPREPOFSOUTHTAMPA.ORG**



THE PREP

SOUTH TAMPA

BIRTHDAY PARTIES



SPORTS PARTY

Grab some friends and take advantage of our gym to play whatever you can think of!

PICK TWO ACTIVITIES AND WE'LL PLAN THE FUN

Our favorite games include:

- **Dodgeball**
- **Kickball**
- **Capture the Flag**
- **Basketball**
- **Floor Hockey**
- **Wiffle Ball**



ART PARTY

Celebrate your birthday by creating a new art masterpiece! We provide the materials and clean up the mess so you don't have to stress.

SELECT FROM A VARIETY OF PROJECTS THAT COULD EITHER BEST FIT YOUR PARTY THEMES OR INTEREST

Our canvas style art theme party is best suited for 8 year-old artists and above.



SCIENCE PARTY

Grab some friends, lab coats and throw a party in our Science Lab!

PICK A THEME AND TWO ACTIVITIES

OUT OF THIS WORLD SCIENCE

- Galaxy Slime
- DIY planet making
- Rocket Launches

CRAZY CHEMIST

- Slime
- Elephant Toothpaste
- Bath Bombs

CREATION STATION

- Slime Bar
- Marble Roller Coasters
- Orbeez Stress Balls

Parties for children 6 and up.



FLOOR HOCKEY DROP INS

JULY 14TH, 21ST, & 28TH

AGES 6-8 6:30 PM - 7:15 PM

AGES 9-12 7:30 PM - 8:30 PM



OPEN TO ALL EXPERIENCE LEVELS

FALL OPEN HOUSE



**AUGUST 26TH
5:30 - 7:30 PM**

WHAT YOU CAN EXPECT

FALL PROGRAMS



Participating organizations will showcase their programs for the Fall.

LOCAL BUSINESSES



We are working with local businesses to help each other and the South Tampa community grow!

RAFFLES AND GAMES



Win raffles from businesses around the community! There will be games and prizes to win as well.

FOOD AND DRINKS



Burgers, Hot Dogs, Snacks and Drinks will be available for purchase.

**EARLY BIRD REGISTRATION
SPECIAL FOR THOSE WHO
SIGN UP AT THE HOUSE
EVENT FOR PARTICIPATING
PROGRAMS**

**ENTRY IS FREE BUT YOUR DONATION AND
RSVP WILL ENTER YOU IN A RAFFLE TO WIN
A FREE BIRTHDAY PARTY AT THE PREP**



At The Prep of South Tampa, our goal is to provide and maintain a space for the South Tampa community to come together through involvement in our wide range of programs and partnerships. Specifically, we aim to help support young students and athletes in discovering their passions and strive to give them the knowledge, skills and character to build successful lives through our sports, arts, science, and other enrichment programs.



GIVEAWAY WINNER



PARKER BETTON

THE PREP
SOUTH TAMPA

YOGURTOLOGY FUNDRAISER

20% OF ALL PROCEEDS DONATED WHEN
YOU SAY "THE PREP" AT CHECK OUT



AUGUST 4TH
2:00 - 8:00 PM

BOTH SOUTH TAMPA LOCATIONS:
1202 S CHURCH AVE
23017 W GANDY BLVD

MEDIA SCHEDULE

MEDIA	FREQUENCY	POSTING TIMES
Insta/fb post	4-5x a week	3-6 PM
Insta stories	Daily	
Content post	2x a week	3-6 PM
Promo post	2x a week	3-6 PM
Engagement post	1x a week	3-6 PM
Newsletter	1x a week	4 PM



- Content is more fresh to our audience and members
- There is a schedule for posting and promoting
- Our followers have grown by a 100 since I have taken over
- Brand Kit is company wide
- Graphics are only posted strategically
- Our newsletters are consistent and engaging
- Social Media is being utilized better for promotion





QUESTIONS

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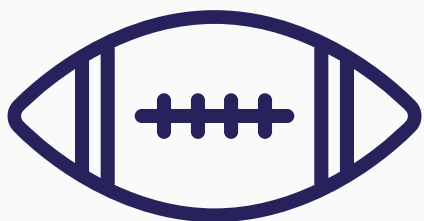
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THE PREP

SOUTH TAMPA



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**BOTH SOUTH TAMPA LOCATIONS:
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23017 W GANDY BLVD**

THE PREP

SOUTH TAMPA

JUNE 14TH 2021

FOLLOW US



GIVEAWAY

CONGRATS TO THE
WINNER OF OUR
HOCKEY APPAREL
CONTEST!

PARKER
BETTON



Stop by the Prep to pick up
your lightning swag!

SCROLL TO SEE OUR OTHER GIVEAWAY
WE HAVE GOING ON RIGHT NOW AND
BE ON THE LOOK OUT FOR MORE
THROUGHOUT THE SUMMER!

HOST YOUR BIRTHDAY WITH US

SPORTS • ART • SCIENCE
• AND MORE

Contact:
Jaclyn@theprepofsouthtampa.org

WHATS NEW

FLOOR HOCKEY IS BACK!

The Prep of South Tampa is excited to announce that Floor Hockey is back for the summer! This camp is a great introduction into the sport. Campers spend their day focusing on hand-eye coordination drills as well as skills such as possession of the puck, stick handling, shooting, passing, goal shooting following by celebration practice! A typical day in the camp includes a warm-up, learning a new skill each day, skill based activities, scrimmages with a mixture of other fun games! Our team is full of passionate and knowledgeable coaches who are dedicated to providing the campers with an unforgettable and fun week!



INTERESTED IN SUMMER CLASSES?

Here's what you need to know:

- Start date: 07/14/21
- This program runs on Wednesday nights for 6 weeks.
- Ages 6-9 - 6:30-7:30 pm
- Ages 10-14 - 7:45 - 8:45 pm
- Equipment:
 - Helmet
 - Gloves (optional)
 - gym sneakers
 - Stick (optional)
- Kids will be working on skills and will end the night practicing what they learn through scrimmages



FOLLOW US



GIVEAWAY

**HEY CAMPERS!
HERES YOUR
CHANCE TO WIN A
FREE WEEK OF
LUNCH!**

HERES HOW TO WIN:

How to enter:
Simply select the "enter to win" button in each newsletter and add your name and contact information into the required fields to be in with a chance of winning. Winners will be chosen at random and you can only enter once per newsletter. Details on this giveaway.. The winner(s) will be announced weekly in our newsletter series.

Contestants must be registered for a camp for the free lunch week to be applied.

Already purchased lunch?
If you've already purchased lunch for an existing registration a refund will be provided.

ENTER TO WIN

WHATS NEW

FIT KIDS SUMMER CAMP

Fit kids are back at The Prep for the summer! This program will be held in the evening every monday throughout the month of July. Fit Kids is a physical activity group dedicated and designed to instilling a solid foundation and love of sports and lifetime of fitness. Kids will be taught elements of bootcamp training and track and field in a fun supportive environment! This is such a popular camp that all our spots were filled quickly but if you are still interested in this program, join our waitlist and keep reading to hear about their drop in classes!



FIT KIDS SUMMER CLASSES

Interested in summer classes?
Here's what you need to know:

- Start date: 07/05/21
- This program runs throughout July on Monday nights for 4 weeks.
- Ages 6-10 - 4:30 - 5:15 pm
- Ages 11-14 - 5:30 - 6:15 pm
- Kids will progress from basic to advanced development by learning and employing elements of boot camp training, track and field and yoga.
- Limited spots available make sure to enroll ASAP!



**SUMMER CLASSES
REGISTRATION**

**FIT KIDS
REGISTRATION 11-14**

**FIT KIDS
REGISTRATION 6-10**

CAMP WEEK 2

NEW CAMP FAVORITE

Robotics is new to The Prep and is quickly becoming a favorite amongst our campers! The kids spend their day learning mechanical and structural engineering, logic, coding, CAD Design, math, physics, and more in an engaging week of hands-on exploration. They use LEGO Robotics, Snap Circuits, Logic and Coding themed Board Games to promote an education but extremely FUN week! Robotics has something for any age and experience. This camp is almost full so make sure to get on registration ASAP!



OUR FIRST JEDI CAMP

This week we introduced our brand new STAR WARS camp! The campers spent the week in a galaxy far far away and learned to master their skills in the way of the Jedi. Jedi training each day included star wars inspired crafts such as creating their own light sabers and designing their own Jedi symbols! On Wednesday the campers were visited by some of their favorite Star Wars characters. The kids took pictures and practiced their Jedi skills with the masters. We are loving this camp and so are our campers!

CAMPERS OF THE WEEK

JUNE 7th-11th



COOKING BASKETBALL



SOCCER PHOTOGRAPHY JEDI



SOFTBALL/
BASEBALL



ROBOTICS

THE PREP

SOUTH TAMPA

JUNE 21ST 2021

FOLLOW US



GIVEAWAY

CONGRATS TO
**STEPHANIE
FITZGERALD**

FOR WINNING A
WEEK OF FREE
LUNCH!



KEEP SCROLLING TO SEE OUR
OTHER GIVEAWAY WE HAVE
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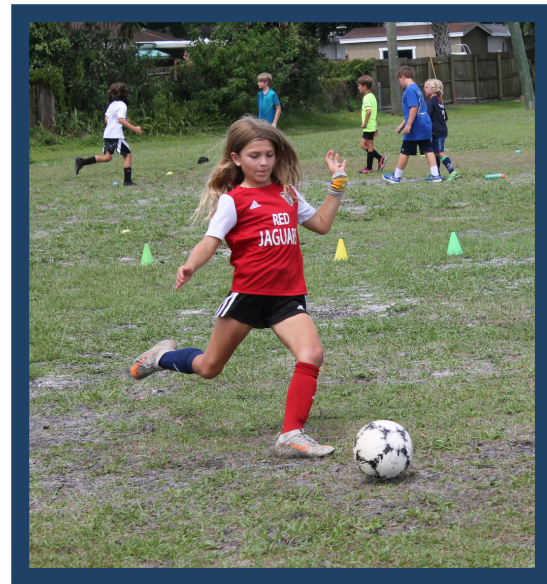
Contact:

Jaclyn@theprepofsouthtampa.org

WHATS NEW

PARENTS NIGHT OUT

The world cup is at the prep this summer! Our experienced coaches are dedicated to teaching the kids the most important soccer skills. At the beginning of the week the kids are broken up into teams categorized by different countries they will be representing. Campers will compete in both soccer and geographical games to compete for the world cup title! Coach Chris is one of the great and experienced coaches and the founder of World Cup camp. He is from Germany and his main goal is to provide the kids with a fun "Germerican" experience. This camp will get your kids skills ready to play and will teach them more about the sport and about the world!



SOCCER SUMMER NIGHTS CAMP

Are you looking for more ways to improve your soccer skills? If your child is in grade 6-10 join us at the prep for our summer nights camp!

This camp series is designed to:

- Work on your technical skills to maintain agility, fitness, ball control, etc.
- Prepare for upcoming tryouts and be steps ahead of your competition
- explore advanced principles and techniques to progress as an overall player
- provide an opportunity to be selected for our CIT (coaches in training) program which serves to meet required MS/HS service hours while gaining experience.



FOLLOW US



GIVEAWAY

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Already purchased lunch? If you've already purchased lunch for an existing registration a refund will be provided.

CAMP WEEK 3

THE FUN DOESN'T STOP

If you're camper is looking to spend more time having fun at The Prep or you still need the extra care we are here to help! Each week we offer an extended care program from 2pm - 5:30pm where parents are able to sign their child up for the individual day or for the week. Campers participate in a variety of activities to help entertain children with all interests. These activities include minute to win its, art project, science experiments, crafts, group games and more bonding time with counselors!



GIRLS BASKETBALL CAMP

Last week the girls worked on improving their skills everynight with highschool basketball coach Carrie Mahon! Carrie and her team will be back next week to run another week of all girls basketball camp. Campers will learn and develop basketball skills in age/skill appropriate stations. Campers will also compete in individual and team competitions. Each participant will have the opportunity to improve her offensive and defensive basketball skills in a supportive and positive environment.



CAMPERS OF THE WEEK

JUNE 14-19TH



THE PREP

SOUTH TAMPA

FREQUENTLY ASKED QUESTIONS

Can I pick up my child up early?

Yes parents are welcome to do an early pick up until 1:30pm. Please give us a call when you are on your way so we can help get your child ready to leave for the day or for an appointment.

If my child is going home with a friend what do I do?

Please send frontdesk@theprepofsouthtampa.org an email giving us the details on who is picking them up including the date(s).

Why is the carline process slow?

Our priority is to get the campers out as safely and speedy as possible. Please keep in mind that we have younger campers that attend camp who need extra time to walk out of the facility.

BASKETBALL DROP INS?

There will be no saturday drop ins. However, there will be open basketball gym times for members of the prep.

THE PREP

SOUTH TAMPA

JUNE 28TH 2021

FOLLOW US



GIVEAWAY

CONGRATS TO
**ELLE
GARGASZ**
FOR WINNING A
WEEK OF FREE
LUNCH!



KEEP SCROLLING TO SEE OUR
OTHER GIVEAWAY WE HAVE
GOING ON RIGHT NOW AND BE
ON THE LOOK OUT FOR MORE
THROUGHOUT THE SUMMER!

WHATS NEW

PARENTS NIGHT OUT

Join us for our Mini Glow in the Dark Carnival July 9th! Need the night off? Bring your kids to The Prep for a night full of dancing, games, and prizes! This is the first of many glow parties we plan on hosting but be sure to register ASAP as spots are limited. Kids will dress in neon or white and light up the night! Get ready to hear about all the fun they had and turn neon green with envy! Plan your night out and be sure to stay on the look out for more glow party events in the future!

GLOW IN THE DARK PARTY

July 9th 6 - 9 PM

Parents will get to
enjoy the night off as
your child glows crazy!



HOST YOUR BIRTHDAY WITH US



At The Prep there are so many opportunities to take advantage of what our facility have to offer. Hosting your birthday party with us gives you the flexibility in making sure your special day is perfect. We have sports, science, and art parties with endless activities to ensure that the kids have a blast! We provide the materials and clean up the mess so you don't have to stress. We also provide instructors who plan fun and engaging activities. Looking forward to celebrate your child's big day with you!

WANT TO HAVE YOUR BRITHDAY AT THE PREP?

Contact:

Jaclyn@theprepofsouthtampa.org

ANNOUNCEMENTS

**FIT KIDS CLASSES ARE
BACK NEXT WEEK!**
Ages 6-10 at 4:30 pm
& 11-13 at 530 PM!

GIVEAWAY

**HERES YOUR
CHANCE TO WIN
A PREP SWAG
BAG**

How to enter:

Simply select the
"Enter to Win" button
in each newsletter, fill
out the form and
submit.

For an **ADDITIONAL**
submission follow us
on **instagram** and
facebook and send us
a message to tell us
your enter! Winners
will be chosen at
random and you can
only enter once per
newsletter.

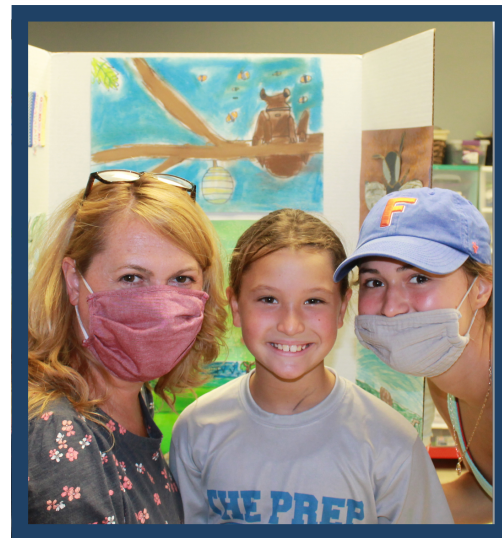
**Details on this
giveaway..**

The winner(s) will get
a Prep T-shirt,
Sweatshirt, and pair
of shorts and will be
announced weekly in
our newsletter series!

CAMP WEEK 4

ARTISTS IN THE MAKING

This week's theme for camp was paws, claws, and art for all! From puppies to tigers, the kids loved creating artwork focused all around animals each day of camp. Our coaches also wanted to focus on techniques to better help the kids improve their art skills. At the end of the week the kids showed off their work at an art show to wrap up camp! Our next camp for this summer is going to be Storybook Art Camp! Be sure to sign up and be on the look out for more announcements for the fall!



ROBOTICS CLASSES

Did you miss robotics as much as we did last week? Well no need to fear, robotics offers a weekly class on Tuesday for more Fun With Bots!

FunwithBots has been a new favorite amongst campers so why let the fun stop? Campers learn mechanical and structural engineering, logic, coding, CAD Design, math, physics, and more in an engaging week of hands-on exploration. The class runs on Tuesdays from 6pm - 7:30pm and participants sign up for the month! Visit our page for registration.



CAMPERS OF THE WEEK

JUNE 21ST-25TH



THE PREP

SOUTH TAMPA

JULY 6TH 2021

ANNOUNCEMENTS

JOIN US THIS FRIDAY FOR
OUR GLOW PARTY
CARNIVAL!

REGISTRATION LINK
BELOW

GIVEAWAY

ANOTHER CHANCE
TO WIN OUR PREP
SWAG BAG
GIVEAWAY
CONTEST!

KEEP SCROLLING FOR MORE
DETAILS ON HOW TO ENTER,

COMING SOON

STAY TUNED FOR OUR FALL
PROGRAM SCHEDULE FOR
ALL OF OUR FAVORITE CAMPS
AND THEMES!

ALL MEMBERS OF THE PREP
ARE GUARANTEED
DISCOUNTS ON PROGRAMS!

HOST YOUR BIRTHDAY WITH US

SPORTS • ART • SCIENCE
• AND MORE

Contact:

Jaclyn@theprepofsouthtampa.org

WHATS NEW

JOIN OUR TEAM

We are constantly looking for enthusiastic and dedicated minds to join our team at The Prep! Are you looking for volunteer hours? Earn bright future hours, IB hours, and required school hours through us. Our volunteers are always so helpful and leave here excited to come back! The Prep is constantly growing and evolving. We are also looking to hire employees, counselors, and potential interns for the fall. Think you would make a good fit? Be sure to keep on the lookout on LinkedIn, handshake, and Indeed for all employment opportunities! Give us a call for more volunteer information or send us your resume

at
Jobs@theprepofsouthtampa.org



RENT OUT OUR SPACES

As fall quickly approaches we are looking for teams, clubs, after school programs, and other organizations who are looking for rental space. Our facilities include an art & science studio, baseball field, basketball gym, batting cages, classroom, dance studio, space for floor hockey and futsal, fitness center, five acres of grass, full-service weight room, modern kitchen, party areas, and more! We offer multi-day or single day rentals to cater to any occasion or need. Don't have an organization? Rent out one of facilities for the day with your friends and enjoy what we have to offer! Contact us for your next meeting, event, practice or class. We would love to have you!



CAMP WEEK 5

ANNOUNCEMENTS

FLOOR HOCKEY DROP INS
START JULY 14TH

REGISTRATION LINK BELOW

GIVEAWAY

**HEY CAMPERS!
HERES YOUR
CHANCE TO WIN A
PREP SWAG BAG**

How to enter:

Simply select the "Enter to Win" button in each newsletter, fill out the form and submit.

For an ADDITIONAL submission follow us on instagram and facebook and send us a message to tell us your enter! Winners will be chosen at random and you can only enter once per newsletter.

Details on this giveaway..

The winner(s) will get a Prep T-shirt, Sweatshirt, and pair of shorts and will be announced weekly in our newsletter series!

MASTER CHEFS IN THE MAKING

Cooking Camp has been a favorite amongst campers and parents this summer! Each week is a different theme that the aspiring chefs create delicious dishes based off of. From Florida Specialities to International Delights and Kitchen Alchemy, the campers are always being challenged in the kitchen! If you were not able to join us for Cooking Camp this summer no need to fear! We are bringing cooking back this fall! Spots are sure to fill up quickly so be sure to fill out our fall interest form linked below to receive updates on fall registration!



HOW FAR WE'VE COME

The Prep was originally a Boys and Girls Club constructed in 1962. In 2013 the facility was remolded into The Prep we know today! The goal was to create an enviroment to give young leaders the knowledge, skills, and resources to grow and succeed. When we first started hosting summer camps at The Prep in 2013 and we started with only 3 camps. Now we offer 11 camps with new campers filling the spots each week! We are so happy to see how far The Prep has grown and are thankful for everybody who has been apart of the journey thus far!



PICTURE FROM ALL SPORTS CAMP 2014

CAMPERS OF THE WEEK

JUNE 28-JULY 2



THE PREP

SOUTH TAMPA



THE PREP IS A NON-PROFIT ORGANIZATION DEDICATED TO GIVING YOUNG LEADERS THE KNOWLEDGE, SKILLS, AND CHARACTER TO BUILD SUCCESSFUL LIVES.



YOUR CONTRIBUTION MATTERS

BECAUSE OF THE HELP FROM OUR COMMUNITY WE WERE ABLE TO SCHOLARSHIP 8 FAMILIES THIS SUMMER! WHAT DOES THAT MEANS? THROUGH THIS PROGRAM WE CAN OFFER CHILDREN AN ENRICHING AND VALUABLE EXPERIENCE WHILE ALSO PROVIDING PARENTS WITH GUARANTEED SAFE CHILD CARE THROUGHOUT THE SUMMER.

HELP US GROW

THE PREP IS ALWAYS LOOKING FOR WAYS TO EVOLVE IN ORDER TO BETTER ENRICH THE LIVES OF THE CHILDREN WHO COME HERE LOOKING FOR HELP. THERE ARE MULTIPLE WAYS FOR FAMILIES AND BUSINESSES TO PARTICIPATE IN HELPING US ACHIEVE OUR MISSION OF BEING AN INCLUSIVE ENVIRONMENT. SOME WAYS YOU CAN BE INVOLVED INCLUDE DONATING THROUGH OUR WEBSITE, JOINING OUR BANNER PROGRAM TO HAVE YOUR LOGO SHOWCASED IN OUR GYM OR DONATING GOODS/ GENTLY USED EQUIPMENT FOR OUR PROGRAMS. BESIDES MONTARY CONTRIBUTIONS; WE ARE ALWAYS LOOKING FOR EXTRA HANDS TO HELP OUT. YOUR TIME IS EQUALLY AS VALUABLE AND WE APPRECIATE EVERYTHING YOU ALL HAVE DONE SO FAR. WE LOOK FORWARD TO GROWING BIGGER AND BETTER WITH YOU ALL!

[CLICK TO DONATE](#)

COMING SOON

TABLEING EVENT

WE LOOK FORWARD TO SHOWCASING OUR FALL PROGRAMS AND CLASSES TO OUR MEMBERS AND COMMUNITY



COMING SOON

FALL PROGRAM SCHEDULE

BE ON THE LOOKOUT FOR OUR FINALIZED LIST OF PROGRAMS AND CLASSES WE ARE OFFERING THIS YEAR

THE SUMMER SO FAR

ANNOUNCEMENTS

FLOOR HOCKEY DROP INS ARE GOING ON THROUGH THE SUMMER!

REGISTRATION LINK BELOW

MISSING SOMETHING?

COME CHECK OUT OUR LOST AND FOUND BIN LOCATED IN THE LOBBY! WE HAVE SO MANY LOST ITEMS MISSING THEIR HOMES

GIVEAWAY

ANOTHER CHANCE TO WIN OUR PREP SWAG BAG GIVEAWAY CONTEST!

How to enter:

Simply select the "Enter to Win" button in each newsletter, fill out the form and submit. For an ADDITIONAL submission follow us on instagram and facebook and send us a message to tell us your enter! Winners will be chosen at random and you can only enter once per newsletter.

Details on this giveaway..

The winner(s) will get a Prep T-shirt, Sweatshirt, and pair of shorts and will be announced weekly in our newsletter series!



THE SUMMER IS FLYING BY! WE ARE ALREADY HALFWAY THROUGH SUMMER AND ALTHOUGH WE ARE SO EXCITED TO SEE WHAT COMES NEXT WE WANT TO SHARE WITH YOU EVERYTHING THAT HAS HAPPENED SO FAR! THIS SUMMER THE PREP INTRODUCED NEW CAMPS LIKE STAR WARS AND ROBOTICS AND BROUGHT BACK SOME OLD FAVORITES LIKE FLAG FOOTBALL AND LEGOCAMP! ALL OF OUR CAMPERS LEAVE HERE WITH SMILES ON THEIR FACES AND SO DO WE! WE ARE SO THANKFUL FOR ALL OF OUR HARDWORKING COUNSELORS AND OUR ENTHUSASTIC CAMPERS! THANKS FOR ALL THE HARDWORK AND MEMORIES FROM THIS SUMMER SO FAR! OUR TEAM CAN'T WAIT TO SEE WHAT THE REST OF THE SUMMER IS LIKE!



CAMPERS OF THE WEEK

JULY 5TH-9TH



THE PREP

SOUTH TAMPA

JULY 22ND 2021

ANNOUNCEMENTS

WE ADDED ANOTHER WEEK
OF FLAG FOOTBALL TO OUR
SUMMER CAMP SCHEDULE
FOR 08/02/21

REGISTRATION LINK
ON NEXT PAGE

GIVEAWAY

LAST CHANCE TO
WIN OUR PREP
SWAG BAG
GIVEAWAY
CONTEST!

KEEP SCROLLING FOR MORE
DETAILS ON HOW TO ENTER.

HOST YOUR BIRTHDAY WITH US

SPORTS • ART • SCIENCE
• AND MORE

Contact:
Jaclyn@theprepofsouthtampa.org

FALL 2021 OPEN HOUSE



**AUGUST 26TH
5:30 - 7:30 PM**

WHAT YOU CAN EXPECT

FALL PROGRAMS



Participating organizations
will showcase their
programs for the Fall.

LOCAL BUSINESSES



We are working with local
businesses to help each
other and the South Tampa
community grow!

FOOD AND DRINKS



Burgers, Hot Dogs, Snacks
and Drinks will be available
for purchase.

**EARLY BIRD REGISTRATION
SPECIAL FOR THOSE WHO SIGN
UP AT THE EVENT FOR
PARTICIPATING PROGRAMS**

*At The Prep of South Tampa, our goal is to provide
and maintain a space for the South Tampa
community to come together through involvement
in our wide range of programs and partnerships.*

*Specifically, we aim to help support young
students and athletes in discovering their passions
and strive to give them the knowledge, skills and
character to build successful lives through our
sports, arts, science, and other enrichment
programs.*



UPDATE

OUR HOURS ARE CHANGING
MON - FRI 7 AM - 9PM
SAT/SUN - 8 AM - 6 PM

GIVEAWAY

HEY CAMPERS!
HERES YOUR
CHANCE TO WIN A
PREP SWAG BAG

How to enter:

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For an **ADDITIONAL** submission follow us on **instagram** and **facebook** and send us a message to tell us your enter! Winners will be chosen at random and you can only enter once per newsletter.

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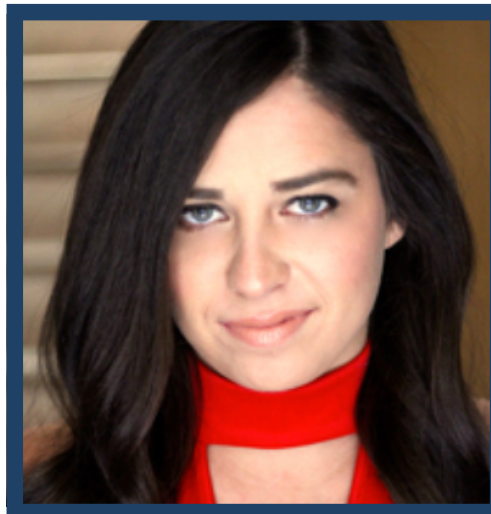
CAMP WEEK 7

THE RETURN OF FLAG FOOTBALL

This last week was our first flag football camp of the summer! This camp is dedicated to teach boys and girls about the sport and how to play using games to teach the concepts, strategies, and techniques of flag football. The camp was a huge success which is why we are adding another week! The registration for the August 2nd Camp is down below. By the end of the week, campers will have experience with practicing the core components of passing, catching and de-flagging while having a blast meeting and scrimmaging against new friends!



STAFF SPOTLIGHT



This week we wanted to give a big shoutout to one of our amazing staff members, Coach Karina! Not only does she coach the Soccer After School program but she also runs and teaches the K Dance Training program at The Prep. From the start she was a natural at both sports. Coming from a family of soccer players, it was no surprise that she was going to be a competitive player. Karina also started dance at 6 years old and was a natural talent. We are so happy to have Karina share her talents with our Prep community!

CAMPERS OF THE WEEK

JULY 12TH-16TH



THE PREP

SOUTH TAMPA

JULY 30TH 2021

ANNOUNCEMENT

2021 FALL OPEN HOUSE

August 26th
5:30-7:30 PM

Showcasing participating organizations

GIVEAWAY

CONGRATS TO
**JACEY
JUDGE**
FOR WINNING A
PREP SWAG BAG!

THANK YOU TO EVERYONE WHO
PARTICIPATED. LOOK OUT FOR
MORE GIVEAWAY OPPORTUNITIES
IN THE FUTURE!

ANNOUNCEMENTS

THERE ARE 10 SPOTS FOR
**ROBOTICS
CAMP**
THE WEEK OF 08/02

HOST YOUR BIRTHDAY WITH US

SPORTS • ART • SCIENCE
• AND MORE

Contact:
Jaclyn@theprepofsouthtampa.org

WHATS NEW

WE ADDED ANOTHER WEEK OF FLAG FOOTBALL!

Flag Football is new at The Prep this summer! We originally only offered two weeks of camp for this year. However, it became an instant favorite and due to popular demand we decided to add another week of fun! This camp is dedicated to teaching boys and girls all about the sport, and the skills needed to play. By the end of the week, campers will have experience with practicing the core components of passing, catching and de-flagging while having a blast meeting and scrimmaging against new friends! Don't miss your last chance to participate in this awesome camp. Registration link is at the bottom of the page! Be sure to sign up quick before spots run out!



YOGURTOLOGY FUNDRAISER

Join us August 4th from 2:00 - 8:00 PM for our Summer Fundraiser for The Prep! Go treat yourself with some Frozen Yogurt at either of the two South Tampa Yogurtology Locations. 20% of all Proceeds will be donated to The Prep if you say "The Prep" at check out! What better way to help us grow then by enjoying a yummy treat! Take a picture with your frozen dessert and tag us on Instagram and/or Facebook! We are so excited for this event and can't wait to see you all there!



WANT TO BE A PART OF OUR NEXT COLLABORATION?

We are looking for new ways to grow and improve
while connecting with the community.

CONTACT:

Fundraising@theprepofsouthtampa.org

COMMUNITY CORNER

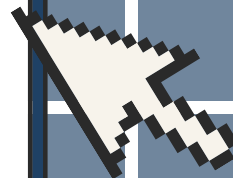
THIS WEEK'S FUN IN TAMPA BAY



July 30th-August 1st:
Tampa Bay Comic Con @
The Convention Center



July 29th: Summer
Classics @ The Tampa
Theatre! This week:
Jurassic Park!



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BACK 2 SCHOOL TIPS

- **START EARLY!:** The early bird gets the worm... and the deals! Start school shopping early and miss out on the stress later!
- **Back 2 School Bedtime:** Ease your kids back into their school sleep routine. By the time school starts they will be pros!
- **Check ins:** Set a time to see how your kids are doing each week. Back to school is always tough but after this past year its important to check up on how they are settling back in to a regular school schedule

FOR MORE TIPS
CHECK OUT THE
LINKS BELOW!

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COMMUNITY SHOUT-OUT!

Do you know someone or a business that is worth a shoutout? Click the Submission Link Below and tell us why for a chance to be featured in one of our newsletters and on our social media platforms!

Basketball

Become a great player and teammate! Coach DeCarlo is a natural communicator who coaches sportsmanship along with fundamentals, teaching young players the basketball basics that'll stick with them forever. In leagues, our players run drills and work on skills, then play 3-on-3 and full-court games. Teams are switched up throughout the season, creating an atmosphere of fun, friendly competition.

League Play

Mondays	6:00-7:00 PM	Ages 6-7
Mondays	7:15-8:15 PM	Ages 8-9
Thursdays	6:00-7:00 PM	Ages 10-11
Thursdays	7:15-8:15 PM	Ages 12-15

Small-Group Training

Saturdays	9:00-10:00 AM	Ages 6-8
Saturdays	10:00-11:00 AM	Ages 9-12

Info & Registration

Call The Prep at 813-512-2924 or visit www.theprepofsouthtampa.org/basketball



DeCarlo Deveau is in the University of Tampa's Hall of Fame, where he still holds the school's all-time scoring record. As College Sports Magazine's National Player of the Year and the Sunshine State Conference's two-time Conference Player of the Year, it comes as no surprise that Coach DeCarlo's mantra is "Hard work pays off!"

League Play

10-WEEK
SEASON / \$170

Group Training

EVERY SATURDAY

Open Enrollment

REGISTER ANY
TIME DURING
THE SEASON

**theprepofsouth
tampa.org/
basketball**

THE PREP
SOUTH TAMPA

4002 S COOLIDGE AVE
TAMPA FL 33629
813-512-2924



Terrific Scientific

Ever wonder why an igloo doesn't melt? How Christmas lights work? Why some people don't like Brussels sprouts? You've come to the right place!

After-School Club

Terrific Scientific is an afterschool club that sparks excitement in kids through fascinating investigations into wacky science! The upbeat environment lets little scientists explore, question and experiment with funky facts, peculiar projects and awesome activities. Using inquiry-based learning, students carry out experiments, engage in team activities and build an array of creations to take home.

Club Schedule

Thursdays 6:00-7:00 PM

Info & Registration

For details and registration, please call The Prep at 813-512-2924 or visit www.theprepofsouthtampa.org/totally-art-terrific-scientific.



Grades
K-2

Class Fee
15\$ PER CLASS

Open Enrollment
REGISTER ANY
TIME DURING
THE SEASON

**theprepofsouth
tampa.org/
Totally-art-
Terrific-scientific**

THE PREP
SOUTH TAMPA

4002 S COOLIDGE AVE
TAMPA FL 33629
813-512-2924

