



# Camps Rock Data Requirements

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Welcome to Camps Rock! We look forward to seeing your camps listed in our directory, so that parents can easily find your offerings online.

This document is a great place to begin, to prepare yourself for entering your camp data. In this document we've included all of the fields and some explanation as to how to use that field, what to enter, what fields are required, what fields you get when you have upgraded your camps, and those fields that are optional.

Of course, if you have any questions at all, please contact us!! We're here to help!

Also, if you have more camps than you can handle entering by hand, please contact us because we have very reasonable packages where we can import your camps from a data file. Just send an email to [info@campsrock.com](mailto:info@campsrock.com), and we'll get back with you right away.

## Required Fields

These fields are required for all camp listings whether upgraded or not.

### Camp Name

### Camp Description

For a basic listing the maximum is 300 characters. For any upgraded listing this is unlimited length.

### Website URL

Your URL can go to your home page, or it can go to a specific page for each different camp. You could have this go to a registration page, or a detailed description page... your choice. Our recommendation is that this link would take the parent to either a page that is specific to this camp, or to a page that describes your camp program and all of your offerings.

### Address – Street, City, State, Zip

**Each camp MUST have a physical address**, and it must be something that **Google Maps will recognize**. All of our search logic is based off of address, so when a parent searches, and they put in their street address, or their zip code, or whatever it might be, the results that are returned are in order by distance from that starting point. If our database cannot figure out where your camp is located (meaning, Google Maps doesn't know where you're located), then your camps will not show up for that parent.



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Furthermore, if you only put in let's say your headquarter address for camps that you hold all over the city, again the database will not pick you up for parents that are farther away from your headquarters, even though you may offer a camp that's just 5 miles from their house.

Each camp at each different location should be recorded separately. Let's say you have "Camp Fun", and you hold that camp at three different locations (totally different addresses), then that would be three separate entries in Camps Rock for your "Camp Fun". You can name all three of them the same name... but each would have a different address.

## Theme/Subtheme

Each camp **MUST** have at least one Theme. You are not required to have a Subtheme, but you must have one theme.

Basic listings can have up to two Theme/Subtheme combinations, and Upgraded camps can have up to FIVE Theme/Subtheme combos.

See the listing at the end of this document for all of your Theme/Subtheme options to choose from.

## Age/Grade

You are NOT required to have Age or Grade on a listing, but most camps do. You can have one and not the other, or you can have both. Or, you can have neither. Please note, if your camp has neither age nor grade, the directory will always return your camp, meaning it will look like ANYONE of any age can register for that camp. Similarly, you can leave the min age or grade open, or leave the max age or grade open.

**IMPORTANT:** If you specify grade for a summer camp, Camps Rock assumes all grades represent the grade that child will be ENTERING next fall. That may not be how your registration goes (i.e. perhaps you go by grade they just completed), but for the purposes of Camps Rock, ALL camps should be listed by the grade entering in the fall.

## Price

You must have at least one price, which is your full price, listed for each camp. You can optionally also have discount options, but there must be one single full price you can list on each camp.

**NOTE:** If you can not identify a single full price for your camp (i.e. there are many different price points), this may be an indication that you have more than one camp



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you're trying to enter into a single entry. Meaning, if there's some reason that the price varies, it's probably because it's a different camp, different age range, different hours. Check to see if you should, in fact, enter this as more than one distinct camp.

## Camp Type

Each camp should be either Full Day, Half Day, or Overnight. Full Day should be at least 9:00 – 4:00. Or, if it's shorter than that, then you would need to be offering extended care to be considered Full Day. Otherwise please select Half Day. An evening class would also be a "Half Day" camp.

## Start Date and End Date

You must have at least one Start Date and End Date.

IMPORTANT: If you offer the camp on multiple different separate weeks, then each of those weeks (or sessions) should be entered as a separate date range. You can have up to 11 date ranges on each camp.

On the other hand, if you have a camp that is offered as a 1 week option, or 2 week option, or 3 week option, etc., and each of those is a different price and a different "thing" that they would register for, then each of those is a different entry/listing in Camps Rock.

Please don't list your camp as for example, 06/01/20 to 08/30/20, unless that is truly the camp that you're offering.... It is the entire summer all paid for at one time, all weeks included.

## Camp Contact Person

You must have at least a first name, phone number, and email address as the contact person for each camp.

The email address will NOT BE SHOWN to the customer/parent. We require the email address so that we can get ahold of you if needed. But, it will not be shown on the website.

Phone number, however, will be shown on the detail page, so if you prefer that to be a main line to your company rather than to your own desk, please enter the number you would want a parent to call to reach the camp for questions or registration.



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## Data for Upgraded Camps (Gold Level or Advertising Packages):

If you have chosen to upgrade your listings, Congratulations! As an upgraded organization, you have access to the following upgraded data fields. You are not required to use all of these (i.e., you don't have to include camp photos if you don't have any), but we recommend utilizing as many of these upgraded fields as you can, in order to get the most value out of your upgrades and make all of your camp listings look really awesome. Logo and Cover photo alone will make a huge difference in how your detail pages look!

### Unlimited length description

We recommend that in addition to a description of the camp, that you also include some of the following things. Here are a few examples:

- Description of who leads the camp, training, special skills they have
- Company philosophy
- What does the space look like?
- Details about activities they'll be doing
- Details about field trips

A great thing to do is build up a section of "camp description" that contains any of this additional information, and then add it to the end of all of your camps. You'd have the description of that camp, and then all of this basic information after it.

See this example: <https://www.campsrock.com/camp/Details?id=2151>

And here is another good example: <https://www.campsrock.com/camp/Details?id=4950>

### Logo

This should be a **square image**. 600x600 pixels works great, but any pixel size is fine, as long as it's square and not more than 1MB. If you need help with this, please let me know. The same logo is used throughout all of your camps (one Logo per organization)

### Cover Photo

This should be **Horizontal (Landscape)**. No more than 1MB file. Same as with Logo, there is one Cover Photo per organization. You will want to pick a cover photo just like you would a cover photo for your Facebook business page for example. It will be the same for all camps.



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NOTE: We do have a default cover photo, but you are really going to want to provide something that represents your organization! The picture we have is cute, but your picture will be much better!

## Four photos per camp

You can have one to four photos in the carousel, and these can be different for each camp. Again, these should be **Horizontal (Landscape)**. No more than 1MB per file.

With a large number of camps, it makes sense to sort or categorize your camps and have sets of four for each category... a set for the littlest kid camps, a set for science experiment camps, a set for older kid camps... whatever makes sense for your particular offerings.

## Up to 5 Themes and Subthemes

This may or may not apply to your camps to have more than one or two. The list of all themes and subthemes available is included at the end of this document. Browse through and see what fits your different camp offerings.

## Optional Fields

The fields listed below are additional optional fields you can use to describe various aspects of your camp.

### Registration Open and Close Dates

You can have one, both, or none listed here.

### Gender Restriction

The default is 'No gender restriction'.

### Lunch included and description

### Extended Care included and description

### Special Needs (drop down selection)

You can select as many special needs items as are appropriate to what you offer. Please look through the list, as there are several that you may be able to support automatically (for example, ADHD or food allergies if you don't have food or snack time). However, we urge you to be careful of what you select and that you are truly equipped to support each option.



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## **Special Needs description**

This is a place where you can detail your offering, where perhaps your staff is medically trained to work with very specific conditions (for example, autism or brain injuries or other special medical support).

Additionally you could use this description field to say something more generic like "Please contact our director to discuss your specific needs and how we might support you."

## **Up to two more Pricing Options (three total)**

While you must have at least your full price listed, you can also have up to two more options listed. You can select from a variety of set descriptions, or list your own custom description of your pricing. You can also identify which price you'd like to list on the result listing of your camp (on the search page results).

## **Discount and description**

You can list whether you offer discounts and a description of what those are.

## **Start Time and End Time**

Start and End time is optional (for example, if you run an overnight camp, you do not need to list your registration time or pickup time). However, you can list up to three start times and end times. For example if you offer a half day camp, and you run it in the morning and the afternoon as two separate sessions.... you can enter up to three time ranges on a single camp. As stated earlier, evening time ranges would be considered 'Half Day'.

## **Days of the Week**

This field is optional, but if your camp is always on the same days (i.e. Mon, Tue, Wed, Thur), it is very helpful to the parents to know this.

## **Contact Person**

Last name and Title are optional fields for the Contact Person



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## Summary of All Fields

### Required Fields

**Camp Name**

**Camp Description**

**Website URL**

**Address – Street, City, State, Zip**

**Theme/Subtheme**

**Age/Grade**

**Price**

**Camp Type**

**Start Date and End Date**

**Camp Contact Person**

### Upgrade Fields

**Unlimited length description**

**Logo**

**Cover Photo**

**Four photos per camp**

**Up to 5 Themes and Subthemes**



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## Optional Fields

**Registration Open and Close Dates**

**Gender Restriction**

**Lunch included and description**

**Extended Care included and description**

**Special Needs (drop down selection)**

**Special Needs description**

**Up to Three Pricing Options**

**Discount and description**

**Start Time and End Time**

**Days of the Week**

**Contact Person**

## Theme and Subtheme Options

<b>Sports</b>	<b>The Arts</b>	<b>Academics and Science</b>	<b>Outdoor Adventure</b>	<b>Traditional</b>	<b>Faith Based</b>
Archery	Children's Crafts	Aviation	Backpacking	Creative Play	Baptist
Athletic Training	Cooking/Baking	Biology	Camping	Field Trip Focused	Catholic
Baseball/Softball	Dance	Business	Canoeing	Motivational	Christian
Basketball	Digital Arts	Chemistry	Climbing	Multi-topic	Episcopal
Biking	Fashion	Chess	Geocaching	Scouting	Jewish
Bowling	Film & TV	College Level Learning	Hiking	4H	Lutheran
Cheerleading	Graphic Design	Community Service	Hunting		Methodist
Cross Country/Track	Music	Computers	Kayaking		Non-Denominational
Football	Painting/Drawing	Culinary	Mountain Biking		Presbyterian
Golf	Performing Arts	Engineering	Outdoor Games		Middle Eastern Faiths
Gymnastics	Photography	English/Language Arts	Outdoor Play		
Horseback Riding	Pottery/Sculpture	Environmental Studies	Piloting		
Lacrosse	Sewing/Hand Crafts	Gaming	Rock Climbing		
Martial Arts	Theatre	Gifted Programming	Ropes Course		
Parkour		History	Sailing		
Rowing		Leadership	Secret Agent		
Sailing		Math	Survival Skills		
Skateboarding		Programming/Coding	Water		
Skating		Robotics	Wilderness		
Soccer		SAT Prep	Zip Lining		
Swimming		Science			
Tennis		Space			
Volleyball		Speech & Debate			
Water Sports		STEM			
Wrestling		Study Skills			
		Veterinary Science			
		Writing			