



BENSWIC CAMP PARENT HANDBOOK



WELCOME TO BENSWIC CAMPS

We're excited to have you join one of our Benswic training experiences! Whether you're here for our **Summer or Holiday Camps**, we're committed to your child's full athletic and personal development.

WHO WE ARE

Benswic is a performance training and youth development organization based in Harlem, NYC. Our mission is to transform youth through sport - cultivating **physical strength, mental toughness, discipline, and joy.**



CAMP OPTIONS OVERVIEW

- **Sports Performance Camp** (*Summer*):
 - Runs **M-F** from **10:30AM - 1:00PM**.
Focuses on athletic fundamentals -
 - speed, agility, coordination, balance, strength, and injury prevention.**Ideal for all athletes.**
- **Track Camp** (*Summer*):
 - Runs **MWF** from **4:00PM - 6:30PM**.
Designed for sprinters and mid-distance runners.
 - Focus includes **block starts, sprint mechanics, top-end speed, plyometrics, and recovery.**

- **Holiday Camp:**

- Available during school breaks (e.g., *Winter, Spring*). Includes a fusion of both speed and strength work, with sport-based games and structured training blocks



JOIN TODAY! Contact us at wmarshall@benswic.com regards to Questions or Concerns.

WHAT TO EXPECT AT CAMP



- Professionally led training sessions with certified coaches.
- Low athlete **-to-**coach ratios for quality feedback.
- Technique development and physical conditioning.
- Motivating environment that builds confidence + skill.
- **Holistic focus:**
 - character, teamwork, and effort.

BENEFITS FOR ATHLETES



- Improved speed, coordination, strength, and overall performance
- Understanding proper warmup, cooldown, and recovery
- Boosted confidence through challenge and progress
- Prepares athletes for their upcoming sport season

HOW PARENTS CAN SUPPORT

The training doesn't stop at the field. **Parents play a vital role** in reinforcing healthy habits at home:

- Ensure athletes get **8-10 hours** of sleep each night
- Encourage hydration throughout the day (*minimum 64oz*)
- Provide nutritious meals (*lean protein, vegetables, fruit, complex carbs*)
- Reduce screen time - **mental focus starts with rest**
- Use **ice/heat, massage, or stretching** to assist recovery
- Encourage **positive attitude, respect, and consistency**

EXPECTATIONS & POLICIES

- Check-in using the **MINDBODY app**; do not leave your child unattended
- Bring proper gear: sneakers or spikes (*Track Camp*), athletic wear, snacks, water
- Submit completed **waiver and consent forms** before the first day
- Full payment due weekly; no refunds for missed days
- Consistent tardiness or behavioral issues may result in removal

REQUIRED FORMS

- Medical Waiver Form (*authorizes emergency care*)
- Consent Form (*permission for participation, photos, and behavior agreement*)

REFERRAL & LOYALTY PROGRAM

At BENSWIC, we believe in rewarding our families for sharing the experience and staying committed. Whether you're a returning camper, bringing friends, or sharing our mission online, we've got perks just for you.

Refer a Friend – Give \$20, Get \$20

Invite a new family to join BENSWIC Camps, and both you and your friend receive a **\$20 OFF** (*Credit*) toward registration.

- **No limit**—refer as many friends as you'd like!
- **Credits stack** and can be applied to future camps.

Group Discount – Train Together, Save Together

Register with a **Group of 3 or More Families** and each athlete receives **10% OFF** their total camp fee.

Perfect for teammates, classmates, and neighborhood crews.

Returning Camper Loyalty Pricing

Been with us before? You're part of the family. Email us to unlock **special discounted pricing** for repeat campers.

Applies to returning campers from any previous BENSWIC program.

Social Media Challenge – Win a Free Week or Exclusive Gear

We're inviting parents and campers to post their camp experience online for a chance to **win a free camp day or limited edition BENSWIC merchandise.**

How to enter:

- Post a photo or video of your child at BENSWIC Camp.
- Tag **@BENSWIC** and mention **#BENSWICCamps** in your caption.
- **Tag 3 friends** who might be interested in BENSWIC Camps.
- You'll automatically be entered into our weekly **prize drawing during camp season.**

Winners announced Fridays via Instagram stories.

Leave a Review, Earn a Reward

Write a **Google review** or submit a camp testimonial and get a **\$10 credit toward your next registration.**

How to do it:

- Leave a review on Google (*search "BENSWIC" and select "Write a Review"*).
- **OR** email us your written or video testimonial directly.
- Once submitted, **we'll send you a coupon code or apply credit to your account.**



BENSWIC Camp Ambassador Program

A VIP opportunity for families who want to help us grow and get rewarded for it. Ambassadors will represent BENSWIC in their community.

What Ambassadors Receive:

- A set of referral cards or a unique discount link
- Early access to camp registration and gear
- Bonuses like free weeks, private sessions, or apparel when referrals sign up

This is ideal for families who already share BENSWIC with others and want to take it to the next level.



Swag for Sharing – Get BENSWIC Gear

When you **refer another family to join** a BENSWIC Camp, both your family and the one you referred will receive a **free BENSWIC T-shirt or hat** as a thank-you.

How it works:

- Your friend must mention your name during registration (*in the “How did you hear about us?” section or by email*).
- Gear will be given out during camp check-in, while supplies last.
- **Limit:** 1 item per family per referral.