

Portfolio white paper

Brand development: Camp Spearhead

Camp Spearhead is a recreational educational camp for special needs children located in Greenville County, SC. Ferncreek provided Camp Spearhead with a comprehensive branding package that includes:

- logo and tagline (“more than just a camp”)
- promotional video
- capital campaign package
- letterhead and business cards




Yes! I would like to support Spearhead. Please accept my 100% tax-deductible contribution to ensure the growth & success of Spearhead.

\$500 \$250 \$100 \$50 Other _____

I am unable to contribute financially at this time, but would like more information on ways I can help Spearhead.

 Campaign Representative

Name _____
 Address _____
 City _____ State _____ Zip _____
 Phone _____ Email _____

Relationship to Camp _____

Payment Options:
 Check (payable to Spearhead) Visa MasterCard PayPal Through www.campspearhead.org

Cardholder Name _____ Expiration Date ____/____ Security Code _____
 Account# _____ Signature _____

For more information please contact **Mike Teachey** at 864-288-6470 • 4806 Old Spartanburg Road • Taylors, SC 29687
www.gcrd.org/campspearhead • www.campspearhead.org
 Please read the back of this card for information on how to mail this pledge card to Camp Spearhead.



advisory board of parents and community stakeholders to provide guidance and support.

Our Ongoing Challenge

The 2006 sale of the Civitan facility required Camp Spearhead to seek a new permanent home. The Greenville County Recreation District plans to build a new camp facility at Pleasant Ridge Park in northern Greenville County to help continue and expand Spearhead's mission of serving the special needs community. These new facilities will encourage year-round programs and will also serve as a conference and retreat center offering state-of-the-art therapeutic and recreational opportunities.

