



sportscampsg

Making Friends Through Sport

Dear Parents,

Purpose Overview:

At Sports Camps SG, we extend our warmest greetings to you. Our mission goes beyond providing sporting programs; it's about welcoming local employment opportunities and nurturing careers for our coaching team. We also encourage our coaches to explore their interests and alternative job opportunities, ensuring their personal growth.

Our primary focus remains on offering passionate sporting programs for your young campers. We aim to ignite their interest in various sports, providing them with valuable experiences. With your support, we hope to guide your child towards the sport that aligns best with their growing passion.

Market Overview:

In the wake of the COVID-19 pandemic, we've observed a decline in interest in sports camps in Singapore. It seems that some families may not fully grasp the importance of sports in a child's development. We've also encountered some challenging inquiries in 2023, and we appreciate your patience and understanding.

Moreover, in the competitive landscape, we've noticed some of our counterparts deviating from their core services and adopting questionable marketing strategies. At Sports Camps SG, we are committed to staying true and transparent in our offerings. We believe in providing genuine and enriching experiences for your children, without resorting to gimmicks or misleading promotions.

The closure of Turf City has been a setback for us, but we want to express our solidarity with businesses that share our dedication to the holistic improvement of sports in Singapore. Your passion will always find a welcoming home.

To families who have reached out to us, we apologize for our temporary break, but rest assured, we'll be back.

Overview of the Future:

Sports Camps SG remains committed to our mission. We have a strong network of coaches ready to deliver specialized programs for families in Singapore and Asia. We're actively engaged in silent collaborations with national and international projects, expanding our horizons to provide even more opportunities for our young athletes.



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Thank you for your continued support and trust in Sports Camps SG. We look forward to an exciting future filled with new sporting adventures for your children, built on a foundation of honesty and transparency.

Best regards,

Matt Charles
Director
Sports Camps SG