



**BENEFITS OF BEING
A SEASON PASS HOLDER**

Pass Member swim only on:
Sunday evenings 5:00pm - 7:00pm
Discounted rates on swim lessons, water aerobics
and swim team
Unlimited in and out privileges

**TROY
Aquatic
PARK**

Features of the Troy Aquatic Park

- Two giant water slides: 148 ft. body slide; 100 ft. tube slide
- One, 1 meter diving board
- Six lanes (25 yards) for lap swimming and competitive swimming
- Heated baby pool
- Interactive water play equipment in zero depth area
- Zero depth entrance
- Concession stand with umbrella chairs and tables
- 100 lounge chairs
- Eight giant shade structures: "Funbrellas", 20 ft. in diameter
- Heated pool water

Troy Aquatic Park
460 W. Steurton Drive
Troy, Ohio 45373

Presorted
Standard
U.S. Postage
PAID
Dayton, OH
Permit #644

Christopher,
The Troy Aquatic Park is available for private party rentals.
Call the Recreation Department for more information.

**CHRISTOPHER,
purchase your season pass at
THE TROY recreation department**

**TROY
Aquatic
PARK**

HOBART arena • 255 ADAMS STREET • TROY, OH 45373 • 937-339-5145

Early Bird Promotion
December 15, 2008 thru February 28, 2009

**\$20.00 off
ANY
membership**

“Marketing directly to your prospects like you know them individually, dramatically improves response rates.”

Cindy Woodward
President, Early Express Inc.

Results

As a result of the campaign, Troy Water Park attracted 60% more members than they did with a similar mailing in the previous year.

Organization Description

A membership-fee-driven, city-owned pool and water park.

Campaign Objectives

To increase memberships from the previous year.

Concept

Using a highly colorful motif, the mailer conveyed a child-like, summer-fun feeling. The key attributes of the park were quickly highlighted and the piece was personalized to attract attention.

1333 East 2nd Street
Dayton, Oh 45403
ph 937 • 223 • 5801
earlyexpress.com

