

ACADEMIC ADVENTURES 2014

Choose Your Event

Physics, Math & Science Days

- Fri, April 25* Thur, May 1* Fri, May 2 Fri, May 9
 Fri, May 16 Fri, May 23 Fri, May 30 Create a Date:
 Check operating calendar

NEW - Biology Days

- Fri, April 25* Thur, May 1*

Business & Marketing Day

- Thur, May 1*

Safety Patrol Day

- Fri, May 23 Create a Date:
 Check operating calendar

NEW - Teen Truth Anti-Bully Presentation

- Fri, May 23

NEW - MOLE Day

- Mon, June 2

*EXCLUSIVE EDUCATION DAYS

Theme Park is open ONLY for Education Groups



Email: njspecialevents@sixflags.com
 Call: 732.928.2000 x2850
 Fax: 732.928.1374
 Mail: Six Flags Great Adventure LLC
 PO Box 28574
 New York, NY 10087-8574
 Visit: sixflags.com/greatadventure

Orders will not be accepted for visit dates after June 30, 2014
 Visit sixflags.com/greatadventure for FREE educational materials

Save time, order online! - visit sixflags.com/greatadventure and use promo code "ACADEMIC"

Description	Price	Qty	Comps (if applicable)	Total \$
Theme Park Admission You will receive 1 FREE ticket for every 10 paid when order is postmarked 2 weeks prior to trip.	\$30.48 \$28.49 + \$1.99 tax			
Season Pass Holder Participation Fee* Required ONLY on exclusive education days April 25 & May 1.	\$5.00 \$4.67 + \$0.33 tax			
All-You-Can-Eat Lunch Hamburgers, chicken nuggets, nachos & ice cream cups! 12-2pm in the picnic grove. 1 free lunch ticket for every 10 purchased 2 weeks in advance.	\$17.12 \$16.00 + \$1.12 tax			
Meal Deal Voucher Valid for your choice of a hamburger, chicken tenders, salad, hot dog or pizza meal served with a drink at various locations throughout the park.	\$12.83 \$11.99 + \$0.84 tax			
Vehicle/Bus Discount Parking Voucher Order for voucher must be postmarked 2 weeks prior to visit date.	\$20.00 \$18.69 + \$1.31 tax			
FREE Physics Teacher Workshop <input type="checkbox"/> Sat, April 12 <input type="checkbox"/> Sat, April 26			PROCESSING FEE	\$10.00
			TOTAL ORDER AMOUNT	\$

Minimum order is 10 admission tickets via order form. No minimum when you purchase online.
Tickets are non-refundable and valid through 6/30/14. \$30 rush fee is added to total if order is received less than 5 days before your visit.
Discount is not available at the gate. Children 2 yrs and younger are free. (Please note children's areas are closed on exclusive days)

School Name: _____
 Check all the apply: High School Middle School Elementary
 Public School Private School

Contact Name: _____
 Shipping Address: _____
 City: _____ State: _____ Zip: _____
 School Phone: _____
 Cell Phone: _____
 Email: _____

Tickets cannot be reserved. Payment MUST accompany this order form.
 Multiple checks will not be accepted. PO requests are not accepted as payment.

Amount: \$ _____ Check/PO#: _____
 Charge: Amex Discover MasterCard Visa
 Account #: _____
 Exp Date: _____ CVV: _____
 Name on Card: _____
 Signature: _____
 Billing Address: _____
 (if different)

***Exclusive Education Days April 25 & May 1, 2014**
 Theme park is not open to the public. Season Pass holder participation fee is required with Season Pass for admission on these days. Children's areas are closed.
 Due to maintenance and other circumstances, certain rides and attractions (including new rides) may not be open to the public.

New Jersey public schools are exempt from NJ State sales tax with payment by school check or purchase order. Private schools and schools from other states MUST pay NJ State sales tax unless a copy of a NJ ST-5 form accompanies the order. The NJ ST-5 form is the open form accepted for NJ State sales tax exemption. Sorry, other states and federal tax exemption certificates are not valid in New Jersey.



BUSINESS AND MARKETING CHALLENGE 2014

#DIGITALMARKETING

In an age where DVRs allow the viewer to fast forward past commercials, companies need to create innovative ways to engage their audience through social media. Facebook contests and hashtags are created to get a brand trending where it can be talked about for free on major media outlets and earning millions of dollars of free publicity.

#ZUMANJARO

This season, Six Flags Great Adventure will introduce Zumanjaro: Drop of the Doom, a brand new record-breaking drop ride featuring breathtaking views, impressive heights, astonishing speeds, stomach-tightening drops and an adrenaline rush like no other. It will be tallest drop tower in the world, lifting riders up 415 feet in the air and rocketing back down at 90 miles per hour. This ride is schedule to open late spring of 2014.

#THECHALLENGE

Create a digital marketing campaign to promote Zumanjaro: Drop of Doom

Some ideas:

- Facebook contest
- Viral video
- Instagram theme (ex. Throw Back Thursday)
- Internet meme

#THEPROPOSAL

The best ideas still need to be sold. Sell your idea to us by creating a proposal that explains the campaign and how it will engage our guests.

Proposals should include:

- Name of School
- Name of Teacher
- Name of all students that worked on proposal (Max 10 per proposal)
- Videos or storyboard
- How this will increase brand awareness

#DEADLINE

Email proposals to njspecialevents@sixflags.com by April 18, 2014

Mailed proposals must be postmarked by April 18, 2014

Address:

Six Flags Business Challenge
1 Six Flags Blvd
Jackson, NJ 08527

#WINNING

Winners will be announced at Showcase Theater on May 1, 2014 following presentation at 11:00am.

Winners will receive tickets to the theme park for another day.

Business & Marketing

Education Day

Worksheet



This worksheet helps explain advertising and sponsorship in a real life setting. Whether or not this worksheet is completed while at the park, keep your eyes open to the different sponsorships that are around you and see how many question you can answer.

1. While at the theme park, what advertisement stood out to you the most?
2. Name 3 brands, other than Six Flags, (corporate partners) seen in the theme park.
 - a. Who is the audience for these ads?
3. Create a sponsorship package? Find a place in the park and come up with a company whose advertisement would work there.
4. Know your demographic! Choose an advertisement in the park that is targeting:
 - a. Moms:
 - b. Teens:
5. Why would companies choose to advertise their product inside a Six Flags theme park?
6. Where else, outside the theme park, have you seen a Six Flags logo?
7. What do we sell at Six Flags?
8. What does Six Flags have in common with Coca-Cola Company that makes them a good fit as a corporate partner?
9. Name an advertisement in the theme park that you found surprising.
 - a. Why?
10. Why is it important for Six Flags to know what advertising you noticed while in the theme park?

Business & Marketing

Education Day

Vocabulary Match



Match the terms with the information (HINT: they will not all be used)

1. Business & Marketing students are part of a: ____
2. Combination of the following: lowest group rate, direct mail to high schools, special business presentations, tickets shipped in advance or pre-packaged: ____
3. Direct mail, website listing, education conference: ____
4. Fun, presentation & education: ____
5. Group tickets are shipped in advance, held at Guest Relations: ____
6. Determined in part by operating costs: ____
7. To have a fun & educational experience at a great value: ____

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- A. **BUYING MOTIVES** – the reasons consumers decide what products & services to purchase
 - B. **DISTROBUTION** – how the product flows from the producer to the consumer
 - C. **MARKETING** – the process of planning and executing pricing, promotion and distribution of ideas, goods and services to create exchanges between buyers and sellers
 - D. **MARKETING MIX** – the unique combination of pricing, promotion, product offerings and distribution system to reach a specific group of consumers.
 - E. **PRICE** – determined by the demand for the goods and the cost of the goods
 - F. **PRODUCT** – the firm's goods or services they are selling
 - G. **PROMOTION** – any form of communication used to inform, persuade or remind
 - H. **TARGET MARKET** – a specific group of consumers that have similar wants and needs