



Mastering the 3 Ring Circus

Ring 1: Events

Ring 2: Promotions

Ring 3: Public Relations



Your Ringmasters

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Event Planning

- Determine park budget
- Develop calendar of events
- Work with media & local businesses
- Create partnerships with schools
- Support community involvement organizations
- Visual events

PTO/ PTA Splash Cards

- Supply business size card to PTOs/ PTAs with waterpark discount
- PTOs/PTAs distribute cards to students
- \$2 goes to PTO/PTA
- 10% discount offered on other purchases
- Card valid for multiple visits, all season
- One county received a check for over \$20k



Celebrity or Character Appearances

- Paid talent fee for Sports Illustrated Swimsuit Model
- Sold pictures and calendars for autograph signing
- National sports franchise players for a fee or small donation to their charity
- Character appearance through your local cable affiliate
- Cable system will produce flyers & run promo schedule



Keebler Cookie Proof of Purchase

- Radio stations do campaigns to promote or introduce a product
- Radio station produced spot & aired campaign
- Park inclusion on in-store display, POP materials, print and radio



Station Promotions/ Events

- Casting calls (Bachelorette, America's Next Top Model, Amazing Race & Survivor)
- Stations can bring in talent for a minimal fee or cost of airfare (Gossip Girls, Beverly Hills 90210, Vampire Diaries)
- Radio stations & promoters can provide park with concert tickets/ meet & greets with artist
- Major prize packages to Nickelodeon Kids' Choice Awards & Fox Teen Choice Awards



Yappy Hour

- Event is done for 1 day after park closes
- No paid media to promote event – news articles, on-air mentions, calendar listings, website, social media, WOM
- Special vendor participation by animal associations, breeders, pet stores
- Event receives news coverage from print & TV stations



Cardboard Canoe Regatta

- Teams build canoes using only cardboard and duct tape
- Race around Lazy River
- Prizes awarded for Fastest Boat, Best Engineering, Most Spectacular Sinking
- New theme each year
- Radio station sponsor qualifies teams



World's Largest Beach Ball



- Rent beach ball for a weekend
- Put in wave pool for ten minutes at a time throughout the day
- Keep guests safe
- Great visual event for media

Take the Plunge

- Partner with a radio station to give away a waterpark wedding in June
- Ceremony at top of attraction, then bride & groom “take the plunge”
- Cater a reception with wedding cake
- Decorate a Honeymoon Cabana



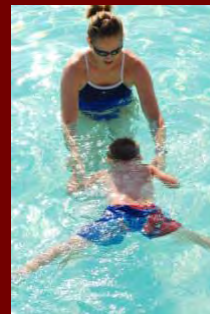
The Great Dolphin Dunk



- Fundraiser for children's charity
- Purchase 10,000 toy dolphins, number them
- Print 10,000 numbered adoption forms
- Kick off with a Hope Float
- Sell dolphins for \$5 each or 3 for \$10 at ticket booth, other retail locations for one month
- Dolphins race around river for 1st, 2nd, 3rd place prizes
- Get TV and radio sponsors

World's Largest Swimming Lesson

- Register your park in February at www.worldslargestswimminglesson.org
- June 14, 2012, 11am EST
- Follow the step-by-step instructions provided by WLSL
- Requires careful coordination with aquatics department
- Bring in swimmers from local organization like Boys & Girls Club
- Help spread the message that Swimming Lessons Save Lives





Media & Local Business Promotions

- Require media partners to sponsor a promotion as part of your buy
- Contact radio stations, concert venues & promoters for tickets to give away at park
- Ask 3rd party vendors to provide prizes (ex: BBQ grills, plasma TVs, hotel trips, spa certificates, mall certificates)
- Cross promotions with local chains

School Campaigns

- Offer educational experiences at your park
- Super Splash Student Card for good grades
- PTO/PTA cards that give back to the school
- Back to school supplies drive
- End of school grad parties



Daily Specials

- Use daily specials to drive traffic during slower times
- Target different demographics
 - Moms, Pops & Tots Mondays
 - Two for Tuesdays
 - Triple Splash Wednesdays
 - \$13 Thursdays
 - H2Overload Teen Slide Night
 - Saturday Family Slide Nights

* Details at www.roaringsprings.com



Papa Murphy's Pizza



- Call a Papa Murphy's store to find out who owns the franchise locally
- Papa Murphy's is a perfect target market of moms buying take & bake pizzas
- Put a coupon strip on every pizza starting in June until they run out (10,000 per store)
- Countertop POS display in every store
- Agree to a certain amount of co-op TV and radio tags
- Hand out Papa Murphy's coupons as guests leave your park (5,000)

Slide 4 Less

- Ask your Coke/Pepsi rep to put together a promotion with a large chain of convenience stores
- Offer: Buy two 20-oz Coke products and get a voucher for \$5.50 off up to 4 Full Day Tickets
- POS at C-stores: pump toppers, posters, door & fridge clings, floor squares
- In-park signage
- Agree to a certain amount of co-op radio & TV tags



Coke/Pepsi promotions

Ask your beverage sponsor for:

- Can panels
- Neck hangers
- 12 pack stickers
- In-store POS
- Truckbacks
- TV & radio tags
- Park souvenir cups
- 3rd party promotions
- In-park sponsorships

Truckback



Can panel



12 pack sticker



Promote & Advertise

- TV & radio spots and/or print ads
- Park website, web banners and email blasts
- Park Social Media (Blogs, Facebook, Twitter)
- 3rd party websites and email newsletters
- Flyers, banners and posters
- Events and calendar listings
- Press releases and personal invitations to media/ on-air personalities
- Post event pictures on website/ social media; send to media

Discounting Strategies

- Roaring Springs philosophy: Fewer guests, more money each
 - Preserve the quality of your guest experience
 - Encourage positive word of mouth marketing
 - Protect your bottom line
- Discount only at slower times
- Keep discounts around 25%
- Carefully consider whether to sell tickets at Costco or other wholesalers
- Create strategic partnerships to gain promotional/marketing value around your discount offers (Coke, Papa Murphy's, convenience stores, radio & TV stations)



Ring 3: Public Relations

Goals:

1. Get media coverage
2. Community involvement
3. Create a positive image of your park

Media Coverage

Ways to get news coverage:

- Hold VISUAL, CREATIVE events
- No ribbon cuttings or golden shovels
- Hold media events 11am to 1pm
- Send press release and follow up with phone call to assignment editor



Media Coverage

Ways to get news coverage:

- Accommodate the media when they want to do a story
- Give every reporter & photographer free tickets when they're at your park
- Establish a good relationship when times are good, you may need it someday



Community Involvement



- National Water Safety Day
- World's Largest Swimming Lesson
- Water Safety Scout Day
- Non- profit organizations
- Food drives



Create a Positive Image

Events, Promotions & Public Relations all work together to:

- Enhance your guests' experience
- Generate positive buzz
- Drive traffic to your park
- Improve your bottom line





That's the show!

Q & A

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