

The Power of Promotions and Partnerships

1- Define Promotion

- a. Event tie-in
- b. Price point/package for a period of time
- c. New ride or attraction
- d. Program Push (birthday parties, school programs, etc)

*No matter what type of promotion, investments need to be made to get the word out:
Advertising, social media, in-park signage, website, e-blasts, PR (news releases)*

2- Why Partnerships

- a. Expand audience reach
- b. Touch a loyal audience through a partners' brand
- c. Credibility by association of brand recognition
- d. Long-term gain
- e. Benefits both parties involved
- f. Makes promotion even better/more exciting

3- How to Establish Partnerships

- a. Assess your own needs
 - 1- Goals
 - 2- Flighting (timing)
 - 3- Budget/budget allocation
- b. Assign value to all your components*
 - 1- In-park signage
 - 2- Advertising
 - 3- Collateral
 - 4- Digital
 - 5- Trade
 - 6- Captive Audience
- c. Alignment with ideal partners

**most important take-away is assigning value – this is your negotiation tool!*

4- Sell, Sell, Sell

- a. Assess potential partner needs
- b. FAM tour
- c. Proposal

5- Execution/Follow-up

- a. Provide all advertising, collateral, digital and/or signage inclusion
- b. Guest feedback
- c. Any ROI or statistics (volume, attendance)
- d. Photographs
- e. Secure next year

6- Partnership Examples

Local businesses, QSRs, F&B park vendors, grocery store chains, convenient stores, Scouts, schools, churches, media