

## SIX FLAGS GREAT ADVENTURE 1995 MARKETING PLAN

### COMMUNITY RELATIONS

#### I. PHILADELPHIA EFFORT

##### **Objective:**

Establish stronger presence in Philadelphia community and develop relationships with Philadelphia-based charitable agencies, tourism organizations and business associations through concerted community outreach efforts.

##### **Strategies:**

Join tourism and business organizations, and work to build leadership roles in these organizations:

- Philadelphia Tourism Council/Chamber of Commerce
- Public Relations Society of America-Philadelphia Chapter

Create external Six Flags Great Adventure newsletter and distribute to key Philadelphia leaders in both the profit and non-profit sectors. Cover topics such as expansion plans, safety issues, community service efforts, economic impact, etc., in addition to standard content (i.e., special events, new ride introduction, concerts).

Bring a "taste of Six Flags" to Philadelphia by participating in key community events (via Sci-Fi/Looney Tunes™ character appearances, show elements, ticket giveaways, etc.), including **Super Sunday**, **WPVI Thanksgiving Day Parade**, **Philadelphia Flower Show** and other events identified in Chase's 1995 Calendar of Events.

Invite key Philadelphia leaders in both profit and non-profit sectors to attend "An Evening in the Park." Also invite Philadelphia mayor and sports celebrities to event to lend more credence to "An Evening in the Park" as truly a V.I.P. event.

Develop child safety education program in conjunction with National Child Safety Council and Philadelphia police/sheriff departments. Take established programs to local schools or host specialized program (i.e., safety seminar, fingerprinting) at Philadelphia Convention Center. By aligning SFGA with the National Child Safety Council or similar organization, we aim to make "safety" synonymous with the Six Flags name.



Maximize efforts of Philadelphia portion of Read-to-Succeed Program by expanding partnership with WTXF TV 29.

Host "College Days" at SFGA throughout the season (i.e., Temple University Day), and develop attractive offer (1/2 price admission or BOGO) to entice Philadelphia teen/young adult market.

"Adopt" local Philadelphia charities (i.e., Philadelphia Futures, Young Life) and national charities with Philadelphia-based chapters/headquarters (i.e., Big Brothers/Big Sisters of America, Sunshine Foundation, Variety Club) to develop a series of special events. For example, co-host "Light Up a Child's Life Day" with Variety Club in the Spring, where SFGA donates tickets and opens the park only to children with physical and mental disabilities.

Conduct "Philadelphia Appreciation Day" by developing an attractive offer (i.e., 1/2 price admission/free Safari) for Philadelphia/Pennsylvania residents. Secure appearance of sports celebrities from Philadelphia Phillies, 76ers, Flyers, etc., for Guest photos and autograph signing. Charge a nominal fee per photo/autograph to be donated to SFGA's "adopted" Philadelphia charity.

Co-sponsor community service event with Philadelphia Inquirer or WCAU TV 10 by working with their public affairs department on existing community programs.

Conduct "SFGA Day at the Vet" to increase public awareness of park and enhance image as place for family fun. Work with Veteran's Stadium to provide tickets, merchandise, Looney Tunes™ character throwing first ball of the game, etc.

Book Looney Tunes™ characters on a Spring Road Show at Philadelphia hospitals and in community and school/college events.

Establish "Six Flags Scholarship Fund" at selected Philadelphia colleges for qualifying students (i.e., Physics majors, Math majors). Award one scholarship per academic year, with candidates submitting essay/drawing/model for final judging.

Continue to pitch Philadelphia media to generate variety of park stories (i.e., park opening, 1995 capital, white tiger cubs, special events, concerts, community service efforts, etc.).

Target Philadelphia college media for teen concerts, special events (i.e., Spring Break Out Extreme, Fright Fest) and promotions (student discount card, student hotline, etc.). Emphasize short driving distance and value-for-dollar entertainment.