



2011 Marketing Day Commercial Contest

You Create the Ad Campaign Guidelines

- Format must be a DVD and no more than 30 seconds in length
- Target audience: Families
- Multiple entries per school will be accepted. Each entry may have 3-5 students participating.
- Entries must be received by Friday, April 22, 2011.
- Each entry must be labeled with:
 - School Name, Instructor's Name, School Address, Phone Number, and the Number of Students on the team
- Top 3 entries will be played during the seminar.
- The 1st, 2nd, and 3rd place winners will be announced at the end of the seminar.
- In order to compete, your school must purchase Marketing Day tickets at least 5 business days advance of Marketing Day.
- B-roll is available on DVD only and requests can be made by email to: kbern@sftp.com. Please provide name and address to mail to.
- Send entries to: Six Flags Great America, Attn: Sales – Marketing Day Contest, 542 N Route 21, Gurnee, IL 60031

Contest Theme: GO BIG. GO SIX FLAGS.

Create a commercial using our new “GO BIG. GO SIX FLAGS.” campaign. Create a commercial depicting all the reasons there are for people to go to Six Flags such as; Go Play. Go for Entertainment. Go Eat. Go Together. Create videos using similar ideas that ultimately convey the message of “GO BIG. GO SIX FLAGS.”

You may choose to use the actual Six Flags b-roll or you may create your own. In any case, your commercial will be judged on creativity, quality, and how effective it is at conveying the message of “GO BIG. GO SIX FLAGS.”

Good luck!