

Six Flags Great America 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 23, 2010.
- 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: Attention Teenagers!

Create a commercial using the “More Flags! More Fun!” rating system that is targeted toward the teen market ages 12-18. When creating this commercial ask your students “**What would make you want to come to Six Flags?**” This “More Flags! More Fun!” rating system rates fun by the number of flags – with “six flags” being the ultimate fun.

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 fun.

Good luck!

