

Six Flags Marketing Day

May 7, 2010

Did you know: Six Flags, Inc. was nominated by MSNBC's Big Money as one of the Top 50 Companies using social media today!

What is Marketing Day – An interactive outdoor classroom day where students will learn how business and schools can use social media outlets, such as, Facebook, Twitter, and YouTube to reach out to potential customers and students.

- Social Media Agent; Mike Scollins will represent the Six Flags Corporate Office during the Marketing Day Seminar and discuss how Six Flags utilizes social media as an important marketing tool.
- Facebook Scavenger Hunt Contest

Scavenger Hunt Contest:

Make your Marketing Day a day that students and teachers will be talking about for months to come.

Here is how to play:

Prior to your field trip.

1. Nominate a student, teacher, or chaperone to be your Social Media "manager" for the day.
2. Create or Log onto your Facebook account. **Visit** www.facebook.com/sfgreatamerica
3. Once on the Great America Fan page, click on **Become a Fan**.
4. On the bottom left corner of the Fan page click **EVENTS**
5. On the Events page click on the Social Media Day, May 7, 2010 your school team plans to participate on and click the **ATTENDING** option on the right hand side of the page.

(Note: It may take a few seconds after choosing the ATTEND option before the "post picture" or "video option" appear on the page.)

6. Post your school photo, team photo, or school logo, along with the name of your designated Social Media "Manager."

Prior to your field trip

7. Have your Social Media "manager" download your scavenger hunt guide at www.sixflags.com/greatamerica under Marketing Day in the events section.

The day of your field trip

8. Arm your Social Media manager with a digital camera or camera phone. This person's job will be to take photos by each scavenger hunt location with the class or group. Feel free to split your class or school into more than one group.

9. Now have fun, be safe, and be creative. With your Social Media “manager” leading the way, in between riding rides, walk the park, find the scavenger hunt items, read the Social Media Educational Fun Facts in the park, and take photos of the scavenger hunt locations along with 5 of your students.

After your field trip

10. After your field trip is complete and you are able. Post your scavenger hunt photos to the Six Flags Outdoor Classroom Day Facebook website page. Please upload photos no later than May 14, 2010.

The Prize:

Once all the participating schools and classes have posted their scavenger hunt photos onto our Facebook website, our Six Flags Great America Social Media Manager will compile the results, determine which schools completed the scavenger hunt contest and found all the locations. Those schools that correctly found and took photos of all scavenger hunt locations will be entered into our contest to win the following prize:

**THE 2010 SIX FLAGS GREAT AMERICA
MARKETING DAY SCHOOL OF THE YEAR**

- Your school will be highlighted on the Six Flags Great America website and Facebook page as the winning school
- The class social media “manager” will win four complimentary tickets and four ride exit passes

The Rules:

- All of Six Flags Great America policies and rules must be followed during your Marketing Day.
- Six Flags is not responsible for lost, stolen, or damaged equipment used to take photos during the scavenger hunt.
- Six Flags Great America has the final say in content posted on the Six Flags Marketing Day Website.

Teacher Suggestions and Helpful Advice:

- For large classes and schools, split your class into groups or teams.
- Have a teacher or chaperone assist throughout the day and be responsible for the camera or phone camera.

For more information or questions, please visit:

- www.facebook.com/greatamerica and click on EVENTS
- CALL: 847-249-1952
- Email: sfgamspecialevents@sixflags.com

