



Does your fundraiser need a boost?

Six Flags Magic Mountain Presents:

COASTERS FOR A CAUSE

- Who: Non-profit organizations
- What: Unique and fun fundraising opportunity
- When: Sell tickets now through May 31, 2010.
Tickets valid Saturday, May 22 - May 31, 2010.
- Where: Six Flags Magic Mountain / Valencia, CA
- Why: Let the ultimate family entertainment destination support your great cause!
- How:
- Sign up – Each participating organization will receive 50 tickets at a time. Once these tickets are paid for, more tickets will be issued in groups of 50. You can return any unused tickets up until June 4, 2010
 - Promote – Tickets can be sold to anyone. Sell to your members, volunteers, friends and family. Six Flags Magic Mountain will even provide free promotional materials!
 - Sell – Admission tickets are offered to your organization for \$15.00 each. Your organization may then sell tickets for \$25.00 each. **Each ticket sold earns \$10.00 for your cause!**
 - Perks – In addition to saving over 50% off the main gate admission price, each ticket purchaser will have the opportunity to upgrade their ticket to a Season Pass for ONLY \$29.99 on May 22 – May 31, 2010.

Sign up today... don't miss out on this incredible fundraising opportunity!

Call 661.255.4739 or email ccphillips@sftp.com

COASTERS FOR A CAUSE

Information Packet

Do we pay anything upfront for the tickets?

No money is required up front to receive tickets. You will be responsible for turning in the \$15.00 per ticket (you keep \$10 per ticket) and/or any unsold tickets on or before the final ticket turn-in date, **Friday, June 4, 2010**. Payments made after this date will result in a late fee of \$2.00 per ticket.

What are the rules regarding ticket sales?

Tickets are to be treated as cash. You are responsible for lost or stolen tickets. They are valued at \$25.00 each and should never be sold at more or less than that value. Tickets are not to be given away or reproduced under any circumstances. Tickets cannot be mailed to individuals or companies in hopes of purchase. Each organization must account for all sold and unsold tickets by Friday, June 4, 2010.

How do we get tickets?

Each participating organization will fill out and return the 2010 Coasters for a Cause Agreement, and will receive an initial order of 50 tickets. Once you have paid for your initial supply of tickets, you may request more tickets in increments of 50. Once full payment for all sold tickets has been received, subsequent tickets will be sent via FedEx. Please email ccphillips@sftp.com or call 661.255.4739 to re-order tickets.

Are there recommendations on ways to sell tickets?

Get the word out to your members, supporters, friends, neighbors, etc., by hanging flyers, putting information in your newsletter, or on your website. Once people realize the great value (Reg. Gate Price \$54.99), the fun it will be, and that buying a ticket will support your organization - they won't want to miss it! We will also provide posters about the event to your organization at no cost.

This ticket price is the best value of the season! Guests who purchase tickets from a participating organization support your organization and receive:

- A full day of unlimited coasters and family rides, and endless memories – there's something for the whole family!
- Opportunity to upgrade to a Season Pass for only \$29.99!
- A \$120 value for just \$25.00!

Can guests upgrade to a Season Pass?

YES! To take advantage of this great offer, guests must present their Coasters for a Cause ticket stub along with \$29.99 at Guest Relations prior to leaving the park for the day. This offer is valid only on the day of your Coasters for a Cause visit.

If someone pays for tickets by check, to whom do they make it out?

Your organization! Six Flags Magic Mountain will only accept ONE payment for each of your allotments of tickets. You should also suggest the purchaser use a credit card if your organization accepts contributions that way.

What do we do if the ticket and stub become separated?

It is important to keep the ticket with its stub attached so guests can enter the park. If the perforated ticket becomes separated, please tape the two pieces together, and make sure the ticket sequence numbers match.

Does everyone need a ticket to enter the park on May 22 - May 31, 2010 for Coasters for a Cause?

Everyone who enters the park must purchase a ticket, except guests ages 2 and under, who will be admitted free. Tickets purchased the day of the event at the park will be \$54.99. Participating charities receive \$10 for every ticket pre-sold by their organization. Organizations do not receive credit for tickets sold at the park and may not sell tickets at the park on the day of the event.

Can guests bring food into the park?

Please note that bringing outside food into the park is not permitted. There are a limited number of picnic tables in the parking lot area for Guests to use, or there are a variety of restaurants inside the park.

What about inclement weather?

All events at Six Flags Magic Mountain are "rain or shine" events. Some rides and shows may close temporarily in severe weather. As soon as conditions permit safe operation, these rides and shows will re-open. In the rare event that the park is closed due to extended severe weather, tickets will be honored for admission any other regular operating day.

What about parking?

Parking is \$15.00 per vehicle.

Do the tickets have barcodes?

All tickets have a barcode and ticket number. The barcode will identify the selling organization. The ticket number will be used by the organization for tracking ticket sales. All organizations are responsible for accounting for all ticket sales according to the schedule provided.

How do we report our ticket sales?

You are required to report your ticket sales via email or fax. This is how Six Flags Magic Mountain is able to plan for expected guests at Coasters for a Cause.

Reports should be sent by fax to 661.255.4172 or by email to ccphillips@sftp.com

On Friday, June 4, 2010 (by 5:00pm) you will be responsible for supplying the following to Six Flags Magic Mountain either by trackable mail or by arranging a meeting to drop off everything.

- Final payment
- Accounting of tickets sold/unsold, by ticket number
- All unsold tickets

All payments and unsold tickets MUST be turned in no later than 5:00pm on Friday, June 4, 2010. Organizations are financially liable for all tickets not returned by June 4, 2010 regardless of the reason for non-return.

Ship Tickets To:

Six Flags Magic Mountain
Coasters for a Cause
Attn: Group Sales / Christina Phillips
26101 Magic Mountain Parkway
Valencia, CA 91355

Make Checks Payable To:

People who purchase tickets from your organization make checks payable to YOUR ORGANIZATION for the total ticket price of \$25.00 times the number of tickets they purchase. Then, your organization creates a consolidated check made out to Six Flags Magic Mountain for \$15.00 times the number of tickets you have sold.

**Questions??? Call 661.255.4739 or email
ccphillips@sftp.com**

