



HERSHEYPARK[®]

Business & Marketing Day **May 10, 2024**

Sponsored by



COMMONWEALTH UNIVERSITY OF PA

Hershey Entertainment & Resorts Marketing Team Presentation

Location: Great Bear Catering

Time: 12pm

School groups are invited to attend the Business & Marketing presentation led by our HE&R Marketing team members. Our marketing team will cover how they create and execute a marketing plan at Hersheypark. All school groups are invited to attend. School groups who completed "Classroom Marketing Challenge" (see page 2) may ask the presenters feedback on their projects. All groups must pre-register to attend the presentation on the *Hersheypark* Group's web page by May 1, 2024. Space is limited.

School groups attending the presentation have the option to pre-order boxed lunches for their students and chaperones. Day of purchases will not be available. All boxed lunches must be ordered and paid for by May 1, 2024. To learn more, please click the link below or visit Hersheyparkgroups.com

[Registration Link](#)

Registration Deadline: May 1, 2024

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Pre-Visit Work: "Classroom Marketing Challenge"

Deadline to register & submit project: April 15, 2024

In 2023, Hersheypark opened Wildcat's Revenge, an award winning hybrid roller coaster that thrilled millions of guests throughout the year.

Your challenge is to create a new ride to add to Hersheypark's extensive collection and develop a marketing plan to introduce your attraction. Please create a PowerPoint presentation outlining your marketing plan.

Your marketing plan should include:

- Name, logo, and theme of the new ride
- An overview of your marketing and advertising goals and your target audience
- A timeline of when tasks within your strategy will be completed
- Identify the pricing for your admission tickets
- Identify the marketing channels you will use. (Ex. TV, radio, social media, billboards, etc.) Provide an example of one of your advertisements.
- How will you measure the success of your marketing campaign?

Schools who are interested in completing the Classroom Marketing Challenge and would like feedback from the Hershey Entertainment & Resorts marketing team must pre-register and submit their PowerPoint project by April 15, 2024. Hershey Entertainment & Resorts will provide feedback on your project by May 3, 2024.

[Registration Link](#)

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