



# HERSHEYPARK<sup>®</sup>

## Program 1: Classroom Marketing Challenge (Pre-Visit Work)

Deadline to register: May 1, 2023

In 2022, *Hersheypark*<sup>®</sup> debuted *Dark Nights*<sup>™</sup>, a fright filled immersive haunt experience that includes 4 haunted houses, 3 scare zones, and themed food & beverage and retail offerings.

**Your challenge is to create a theme for a new haunted house to expand the *Dark Nights* haunted house collection and develop a marketing plan to announce your new haunted house. Please create a PowerPoint presentation outlining your marketing plan.**

Your marketing plan should include:

- Name, logo, and theme of the new haunted house
- An overview of your marketing and advertising goals and target audience
- A timeline of when tasks within your strategy will be completed
- Identify your pricing & positioning for your new haunted house
- 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 your success? What does success look like?

Schools who are interested in completing the Classroom Marketing Challenge and would like feedback from the Hershey Entertainment & Resorts marketing team must pre-register by May 1, 2023. Hershey Entertainment & Resorts will provide feedback on your project by May 19, 2023.

[Registration Link](#)

## Program 2: Business & Marketing Day – May 26, 2023

Deadline to register: May 1, 2023

### Hershey Entertainment & Resorts Marketing Team Presentation

**Location:** Historic *Hersheypark*<sup>®</sup> Arena

**Time:** 10am

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. All groups must pre-register to attend the presentation on the *Hersheypark* Group's web page by May 1, 2023. Space is limited.

[Registration Link](#)

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