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

**Deadline to register: May 1, 2023**

In 2022, Hersheypark® debuted Dark Nights™, 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® 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](#)