



Pacific National Exhibition
SINCE 1910

MARKETING DAY AT PLAYLAND

ATTENTION: SECONDARY SCHOOL MARKETING TEACHERS

Spring 2020 Application

Playland's Marketing Day program is designed to offer students insight into the daily operations of Playland while demonstrating the role of Marketing within a large scale business.

Using a curriculum package developed by the PNE, with help from the Business Education Department at David Thompson Secondary, students will have the opportunity to guide themselves through the park in the attempt to answer questions focusing on different areas of Playland's operations. Questions are designed to get students thinking about the business aspect of running an amusement park and the varying factors that need to be taken into account when establishing many of its procedures and policies.

Cost: Students.....\$19 (including tax) per student
Teachers/Parent SupervisorsFREE!*

* Must be over the age of 21. One complimentary adult pass will be provided for every four students. Additional adults will be \$25 each.

REGISTER TODAY! To book your class to take part in the program, please fill out the following information and fax the form to 604.251.7753 or email* to groupsales@pne.ca. Email confirmation and details about the program will be sent within 3 business days. Book early as space is limited!

*NOTE: Please use only ADOBE READER to complete this form digitally. Mac users, please do not use Preview. It will not save your information correctly.

CONTACT INFORMATION

School name

Phone

Fax

School Address

City

Prov

Postal Code

Contact name

Contact email

Day-of contact phone number

☐ Please keep me on the email list for updates about future Marketing Day programs

I would like to register my class for Marketing Day at Playland 2020 on:

☐ Tuesday, April 28 ☐ Wednesday, April 29 ☐ Thursday, April 30 ☐ Tuesday, May 5 ☐ Thursday, May 7

* Please note that the Marketing Day program will be held on the same day and time as Playland's Amusement Park of Science programs

Please select the grade level of your class:

☐ Grade 8 ☐ Grade 9 ☐ Grade 10 ☐ Grade 11 ☐ Grade 12

Number of Students: _____

Number of Teachers/Supervisors: _____

* Supervisors must be over the age of 21 to participate

☐ I have attended Marketing Day at Playland before



FREQUENTLY ASKED QUESTIONS ABOUT THE PROGRAM

BEFORE THE EVENT

Is there a limit to the number of students/supervisors we can bring?

No, we do not have a limit on the number of students or supervisors your school can register for. We do recommend a ratio of 1 supervisor for every 6 students, however this is up to the discretion of each school. The PNE will provide you with one complimentary supervisor pass (over the age of 21) for every 4 students.

I am not sure what my final numbers will be/ what if they change?

For the purpose of registration, we only require an estimated number. We will ask for confirmed numbers closer to the event date.

Can we change dates?

We will do everything we can to accommodate your request. This will be subject to availability.

Can supervisors bring additional children/siblings?

No, only the students registered in the class are able to attend. This is to help keep park levels manageable and ensure the best overall experience. This event is not open to the general public.

Where do we get the curriculum packages?

They will be made available online approximately three weeks prior to the event date. Teachers are responsible for printing out and assigning the questions they would like their students to work through.

Does Playland provide instructors?

No, this event is teacher led and up to the teacher as to which questions are most relevant to the class and what they are currently learning.

How many questions should we assign?

This will be up to the individual teacher. During the 4-hour time frame, we anticipate students will have enough time to get on 3 to 4 rides, as well as giving them enough time to work through the questions. To make the most of the student's time, we suggest only assigning one major attraction, these include the Wooden Roller Coaster, The Beast, Atmosfear, Hellevator and Flume.

PAYMENT

What are the payment options available?

- **PRE-PURCHASE** – By purchasing your tickets in advance, you can save a significant amount of time. This will also assist in predicting the number of students who will be in the park and help keep the numbers to a manageable level. Tickets which are purchased a minimum of 14 business days before the event will be sent directly to the school. If you purchase within the 14-day window, tickets will be made available for pickup 48 hours later at the PNE Administration offices located at 2901 East Hastings Street (Gate #2 off Renfrew) between 9am and 4pm. Extra passes can always be purchased on the day of the event.
- **Event Day** – Groups wishing to pay on the day of the event can, but please ensure you have your exact number and payment ready before getting in line.

What forms of payment are accepted?

Major credit cards (Visa, MasterCard, Amex) debit and school cheques made out to the Pacific National Exhibition will be accepted. If you need to pay by cash, please note we DO NOT accept coins (bills only).

Are refunds possible?

We do not provide cash refunds, but if you purchase extra passes they can be exchanged for complimentary passes which will be valid throughout the current Playland season. Exchanges must be made at the registration tent on the day of your event no later than 10:30am. The Playland Guest Services and the Group Sales Office will NOT be able to exchange your wristbands for passes.

Is there a cancellation policy?

Groups cancelling within 14 business days of their event will be subject to a \$50 administration fee

Are season passes allowed?

As this event is considered a private function (not open to the general public) season passes will not be accepted, all students/supervisors outside of the allotted complimentary passes will be required to pay.

DAY OF EVENT

When does the registration tent open?

Staff will be at the tent from 9am until 10:30am. Any groups who arrive after 10:30am will need to notify PNE Group Sales one business day prior to their arrival to ensure alternate plans are made.

What time does the park open?

The Event runs from 10am to 2pm.

What rides will be available?

Only the rides/attractions in the curriculum guide will be available on the day of your event.

What are our food options?

Students are welcome to pack their own lunches. Playland will also have concessions open for purchase on the day of the event, or you can take part in one of our many food programs.

What if it rains?

Playland will be open rain or shine. Please ensure your students dress accordingly for the day. Please note some rides may be required to close in the event of inclement weather. We will do our best to notify you in advance of any major closures.

Ride closures

Unfortunately from time to time rides which are part of the curriculum guide may be closed due to maintenance.

Please remember Marketing Day is meant to be a fun educational event in which students apply the information they are currently learning in school to how it relates to real world practices. We ask that all school groups adhere to the program and ensure their students act responsibly while they are in the park.