

Attention: Secondary School Science Teachers

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.

Spring 2026 Application

Students, per person\$19.00
Teachers/Parent Supervisors.....FREE!

Tax included.

Teachers/parent supervisors 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 email* to groupsales@pne.ca. Email confirmation will be sent to you upon receipt. Please allow 5 business days for processing. Groups must be booked in 10 days prior to event day. 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 Science programs

I would like to register my class for Marketing Day 2025 on:

Combined Days

☐ Wednesday, May 13 ☐ Friday, May 15 ☐ Thursday, May 21

All dates are combined.

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

☐ **Pre-purchased PNE Gift Cards: \$20 min. load**
Quantity:

For those looking for more options. Valid for use on Playland games, extra charge thrill rides, food concessions, and of course those mini donuts!

MINIMUM ORDER OF 20

Prices include gratuity and applicable tax. Items must be paid for in advance. A supervisor is required on site to coordinate the students receiving their meals. No exchanges or refunds.

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.

Final numbers and payment are due 10 days prior to your event day. Any changes or payments received after that are subject to a \$30 administration fee.

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 forms of payment are accepted?

Major credit cards (Visa, MasterCard, Amex) and school cheques made out to the Pacific National Exhibition will be accepted.

Are refunds possible?

All tickets are non refundable and can not be transferred to new dates once they have been issued.

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

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 Science of Fun/ Amusement Park Science 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.

Playland is now cashless, students bringing cash to the park will need to exchange it at Guest Services for a PNE Gift Card.