

Create a Theme Park

Sports & Entertainment Marketing

1 Project Overview

Working with your partner, you will create and design a theme park. The park should include a variety of rides, attractions, concessions, and gift shops that are designed to provide your target market with a fun and memorable experience.

2 Assignment

1. Research existing theme, amusement and water parks. Identify your major competitors. Most park web sites offer a map and ride/attraction information. What strategies do your competitors use in regard to the 4 P's of the marketing mix?
 - Product - theme and design of park
 - Place - location (city, state, and region of the U.S.)
 - Price - individual and group rates (do they change seasonally)
 - Promotion- message and media used
2. Determine where your park will be. Location and weather are major factors to consider and will determine whether your park is open all year or not. Location can also help with theme selection. For example, Silver Dollar City in Branson, MO is themed as an 1880's, Ozark Hills town.
3. Select a theme for your park. Your trademark, colors, rides, any trade character(s), shows, even employee uniforms, should support your theme.
4. Identify your target market and discuss demographics, geographics, psychographics, and product benefits.
5. Sketch a park layout; identifying the location of entry gates, rides and attractions, concession stands, restaurants, first aide station(s), gift shops, parking lots and rest rooms. A major consideration is traffic flow. You need walkways, waiting lines, maybe even areas for people to just sit and chill out. Some parks provide photo spots. Most provide lockers and stroller or wheel chair rental.

6. Prepare a 3-5 page, report (typed, double-spaced, size 12 Arial, Times New Roman or Comic Sans font.) Arrange your report using the following outline:

- I. Analysis of the theme park market.
 - Identify and discuss at least three major competitors
- II. Your proposed theme park
 - Theme
 - Trademark
 - Colors/Design elements
- III. Suggested location and rationale for selection
 - City, state, region (include population information)
 - Weather
 - Major transportation routes to your park
- IV. Market segment analysis
 - Geographics
 - Demographics
 - Psychographics
 - Product benefits
- V. Proposed products and services offered
 - Rides and attractions (discuss at least 5)
 - Food Service - identify licensing agreements (i.e. Coke, Pepsi?)
 - Merchandise
- VI. Promotion - identify at least one activity for each of the four areas
 - Personal selling - can include training for your staff
 - Sales promotion
 - Advertising
 - Public Relations/Publicity
- VII. References (record all URL's - correctly cite resources)

7. Prepare a 3-5 minutes presentation about your theme park. You must use a visual during your presentation. It can be your sketched park layout, a poster or a PowerPoint slide show. It is your choice.

Theme Park Scoring Guide

| Research Paper | | | | |
|---|--|---|---|---------------|
| Criterion | Success | Needs Work | Poor | Points Earned |
| Analysis of three competitors | 3 identified and discussed 10 points | 2 identified and discussed 5 points | 0-1 identified and discussed 0-4 points | |
| Proposed theme park- theme, trademark, colors/design | 3 identified and discussed 10 points | 2 identified and discussed 5 points | 0-1 identified and discussed 0-4 points | |
| Location- city/state/region Weather & transportation | 3 identified and discussed 10 points | 2 identified and discussed 5 points | 0-1 identified and discussed 0-4 points | |
| Market Segment Analysis Geo/Demo/Psycho & Product Benefits | 4 identified and discussed 10 points | 3 identified and discussed 5 points | 0-1 identified and discussed 0 points | |
| Rides and Attractions (5) | 5 identified and discussed 10 points | 3-4 identified and discussed 5 points | 0-2 identified and discussed 0 points | |
| Food Service <u>including licensing agreements</u> | Identified and discussed 10 points | N/A | Not identified or discussed 0 points | |
| Merchandise | Identified and discussed 10 points | N/A | Not identified or discussed 0 points | |
| Promotion - one activity, each of 4 areas | Activity for each area 20 points | Activity for 3 areas 15 points | Activity for 0-2 areas 5 points | |
| References - at least 3 | 3 sources cited 10 points | 2 sources cited 5 points | 0-1 cited 0 points | |
| Presentation including visual | 3-5 minutes all partners participate equally, visual 25 points | <3 minutes, unequal participation, or no visual 10 points | <3 minutes, unequal participation, and no visual 0 points | |
| Park sketch/map | All areas clearly identified & neat 25 points | Areas not identified but neat 15 points | Areas not identified and messy 0-10 points | |
| Total Possible - 150 points | | | | |

