



Peach State Pride

# What?

Guest enhancement event to highlight GAQ's research and conservation efforts in Georgia, as well as the native Georgia animals that can be found within the aquarium



# When?

- Georgia Day is February 12<sup>th</sup>
  - In 1733, James Oglethorpe landed the first settlers in the Ann in Savannah, Georgia's first state capital
  - Georgia's birthday!
- Annual, daytime guest enhancement event with various activities from 10-2pm

# Who?

- This event can benefit everyone of all ages
  - Georgia residents learn about their home state and its ecosystems
  - Visitors learn more about the area they are currently exploring
- Focus our marketing strategies to reach parents of children ages 3-12

# *Guest Benefits*

- Discounted price of admission for Georgia residents
- Free games and activities throughout the day with a chance to receive a prize to take home
- Learn about the animals and ecosystems of Georgia
- Opportunity to sample food from local vendors that use locally sourced ingredients

# *Aquarium Benefits*

- Educate guests about the current research and conservation efforts of Georgia Aquarium within the state
- Promote the recent study done by the Bleakly Group about how much GAQ has contributed to the state in the last 10 years
- A chance to educate guests on Georgia's native animals and how they can help preserve our local ecosystems

# Price Promotion Options

Two price promotions can attract two target markets:

1. When Georgia Day falls on a weekend:  
All Georgia Residents receive 30% off admission
2. When Georgia Day falls on a weekday:  
Field trip groups from a Georgia school get \$3 off per child

# Activities

- Scavenger Hunt
  - Begins at table located near the entrance with a volunteer and sign that explains the instructions and how to begin
  - Consists of 9 “clue cards” that contain a fact about each station’s animal, as well as a clue to find the next card
  - On the back of each card, there will be a portion of a photo
  - Guests complete the scavenger hunt at a “taping station”, where they tape together their 9 cards to create the photo and receive a “completion prize”
    - Ex. GAQ Georgia Day water bottle

# Activities

- Scavenger Hunt Card Example

You found Georgia's State Fish, the  
Largemouth bass!

Next, find the four species of native  
Georgia turtles all living in harmony in one  
exhibit window.



GEORGIA AQUARIUM

Front



Back

# Activities

## Upper Pod

Right whale prize  
wheel

Loggerhead  
interactive game

Loggerhead  
info table

Dolphin & Manatee Activity:  
Track the Manatee puzzle and dolphin cornhole

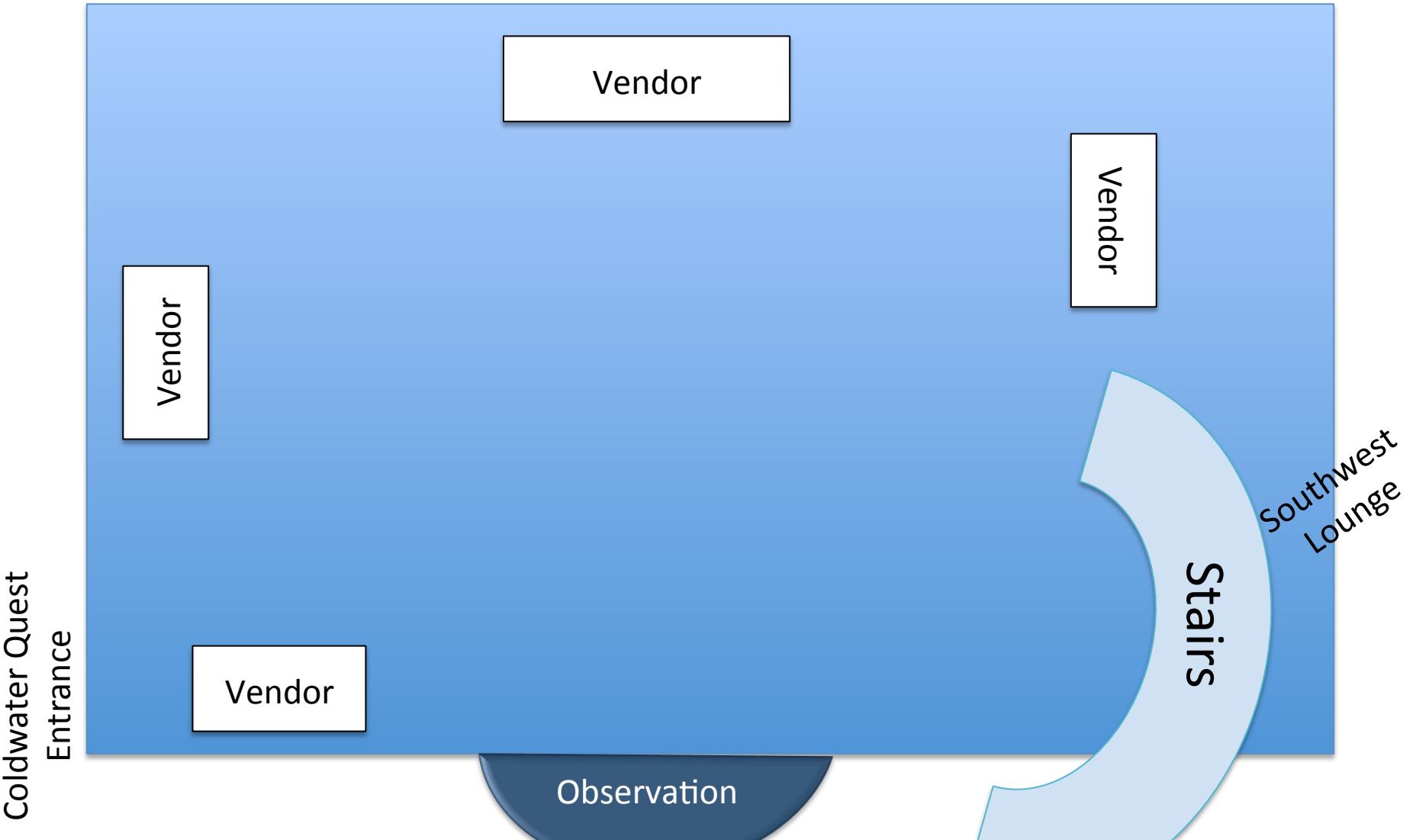
# Food Vendors

- Georgia Grown: marketing and economic development program of the Georgia Department of Agriculture
- Georgia owned businesses and use local ingredients
- Each vendor serves samples of a unique and Georgia-related dish (that is not similar to anything found in Café Aquaria)



# Food Vendors

Ballroom



# *Stone Wall & Atrium*

- On the Stone Wall, display throughout the day:
  - infographics, statistics and facts about Georgia's overall contribution to the state from the Bleakly Group's study
    - Ex. Contributed nearly nearly 2 billion to the state's economy since 2005
  - Videos and facts about research and conservation efforts
- Entertainment performers can sing “Georgia On My Mind”

## *Event Costs*

Item	Vendor	Cost
10 Brochure holders	Amazon	\$17.99
20 rolls of Scotch tape	Dollar Tree	\$21.40
Signage	Makesigns.com	\$176.28
Card stock	Amazon	\$48.00
G-fish waterless tattoos (800)	Tri Made Marketing	\$136.00
Water bottles (500)	4imprint	\$410.00
<b>Total:</b>		\$809.67

- **Waterless Tattoos:** Prize for Right Whale prize wheel
- **Water Bottles:** Prize for completion of the scavenger hunt

# Communication Strategy

- Digital Media:
  - Georgia Aquarium Website
    - Event Page that details the multiple activities, guest benefits and price promotion
- Public Relations:
  - Strong Social Media presence
    - Focus on Facebook promotion, but have presence on all accounts (Facebook, Twitter, Google+, Instagram)
    - Chance to promote our research and conservation efforts
  - Submit to calendars on Georgia news stations' websites



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