

A faint, light pink background graphic featuring a stylized peach with a single leaf at the top right. Inside the peach's outline is a silhouette of the state of Georgia.

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 12th
 - 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

Loggerhead
interactive game

Loggerhead
info table

Right whale prize
wheel

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

Coldwater Quest
Entrance

Vendor

Vendor

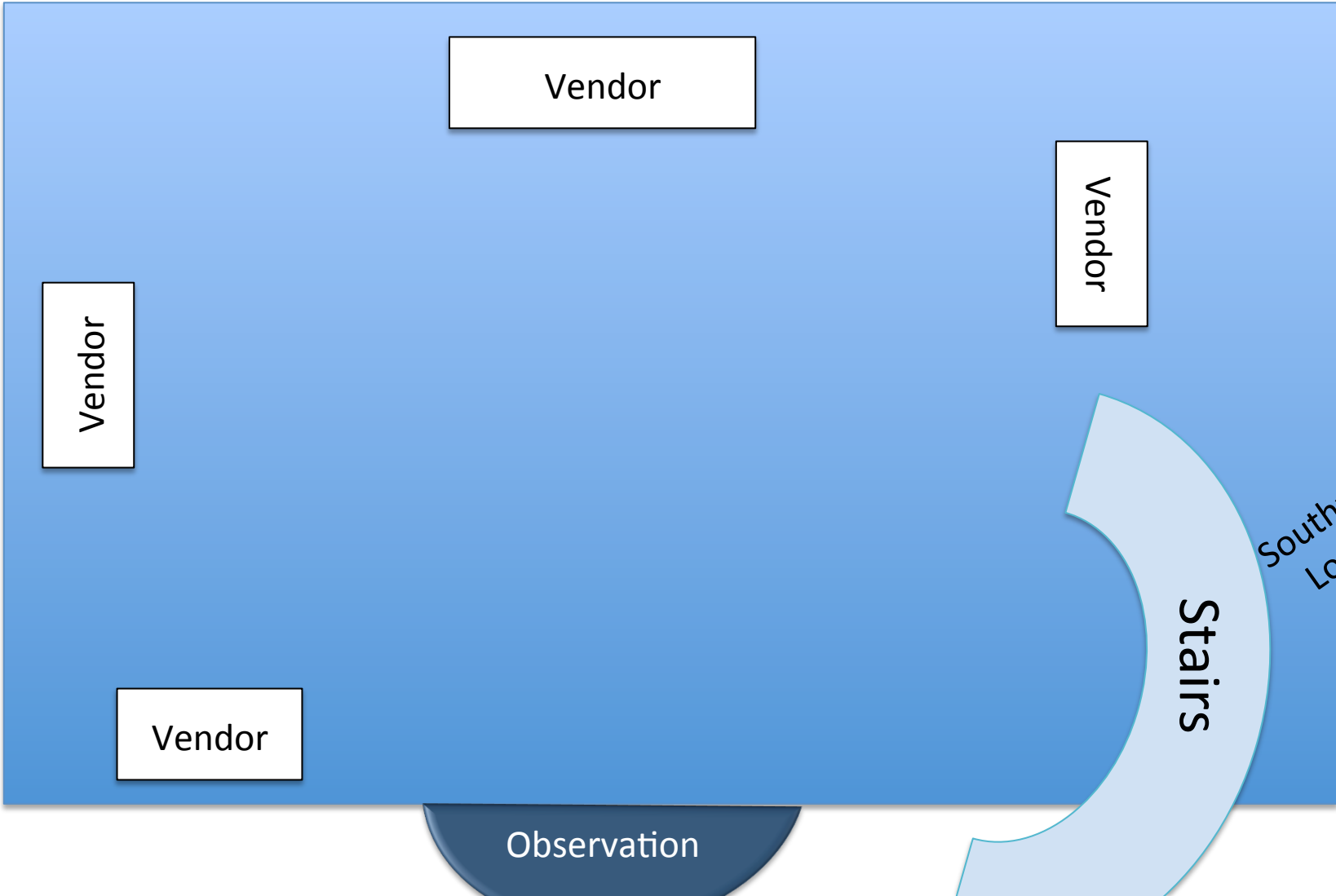
Vendor

Vendor

Observation

Stairs

Southwest
Lounge



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
Total:		\$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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