

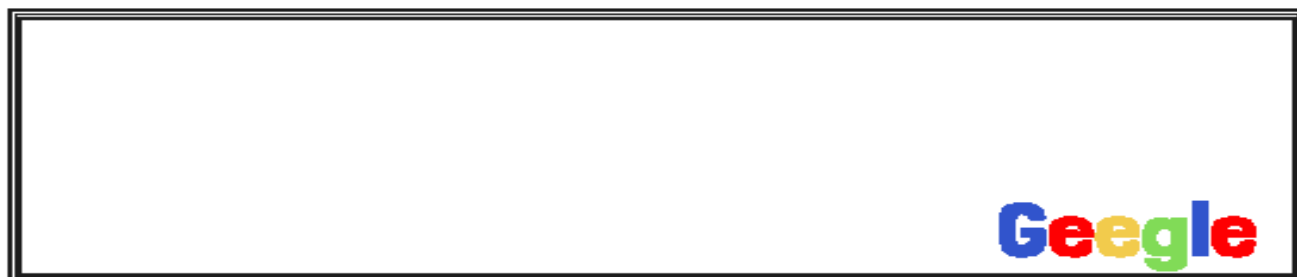
Advertising Writing Frame: Internet Web Banner

If you have decided on an internet advertisement, you will need to produce a web banner to go on their a social media site or as a promoted link on a search engine.

Your web banner can be no more than 140 characters and may just be a catchphrase or rhetorical question, with the theme park name and web address e.g.



Design your web banners here:



Annual Profits

Firstly, we need to work out your first month's profits:

Estimated weekly adult customers: _____	Estimated weekly child customers: _____	Multiply your daily customers by 7.
Adult entrance fee: _____	Child entrance fee: _____	
Estimated adult weekly income: _____	Estimated child weekly income: _____	Multiply your weekly customers by your chosen entrance fee.
Total estimated weekly income:		Total your adult and child income.
Total estimated monthly income:		Multiply this by 4 to get an estimated monthly income.

Our advertising choices increased our monthly income by _____ %

Actual month 1 income	
Minus two week's running costs of	

This figure is your actual month 1 profit.

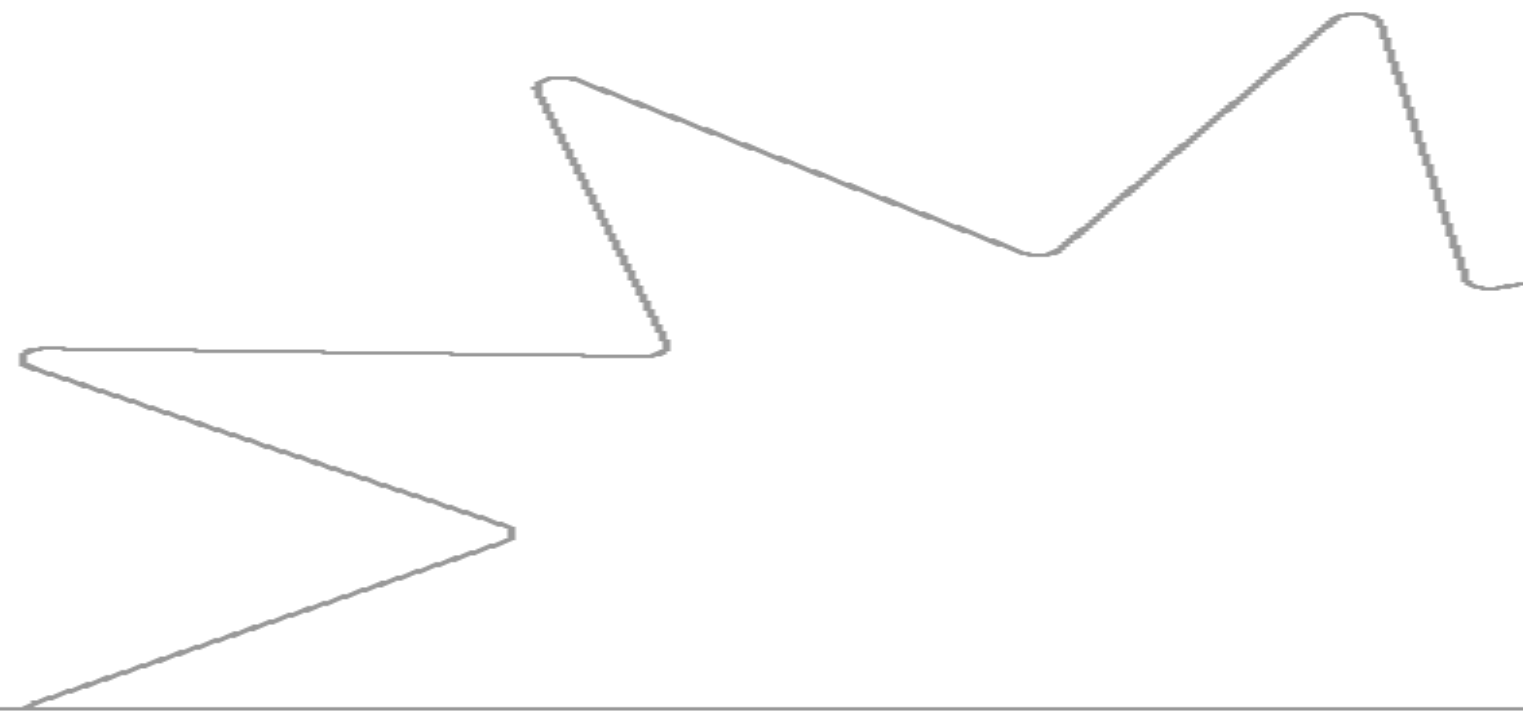
Month on Month Profits:

Month 1 profit	
Month 2 profit	
Month 3 profit	
Month 4 profit	
Month 5 profit	
Month 6 profit	
Month 7 profit	
Month 8 profit	
Month 9 profit	
Month 10 profit	
Month 11 profit	
Month 12 profit	

Our actual annual profits are: _____

We were successful because:

We could have improved our business by:



Building a Budget

Keep a note of your spending as you create your first draft plan of your theme park. Add tally marks as you add to your plan and then total up your costs.

Are you within budget?

Type of Ride/ Amenity or Attraction	Price Each	Tally	Total Number on Park	Total Cost
Thrill-seeker Rides	£150 000			
Family Rides	£100 000			
Water Rides	£100 000			
Children's Rides	£50 000			
Attractions	£20 000			
Toilet Blocks	£25 000			
First Aid Booth	£25 000		1	£25 000
Eating Establishments	£25 000			
Entrance Turnstile	£25 000		1	£25 000
Bins	£100		10	£1000
Benches	£100		20	£2000
Paving	£500 (per 50m ²)			
			Total Spend:	
			Under Spend:	

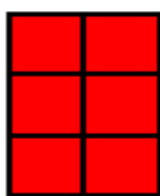
Theme Park Ride Key

Remember: Each square of your map represents an area of 50m²



Thrillseeker Rides

Cost to build: £150 000
Colour on map: red



- take up an area of 300m²
- Are suitable for adults and children aged 12+



Family Rides

Cost to build: £100 000
Colour on map: green



- Take up an area of 200m²
- Are suitable for all children aged 7+



Children's Rides

Cost to build: £50 000
Colour on map: yellow



- Take up an area of 100m²
- Are suitable for all children aged 3+



Water Rides

Cost to build: £100 000
Colour on map: blue



- Take up an area of 150m²
- Are suitable for all children aged 7+

Cost to build: £20 000
Colour on map: orange

Suitable For: all ages
Area: 100m²

Examples are: dodgems, amusements arcade, fun house, ghost train, bouncy castle etc.



Attractions



Amenities

Cost to build: £25 000
Colour on map: purple
Area: 100m²



You must have one outlet that sells food in each area of the park. Some examples are:

- cafe
- fast food
- ice cream parlour
- sandwich bar



Toilet (must have one in every area of the park)

Entrance Turnstile (must have one on the outskirts of the park)

First-Aid Block (legally must have one somewhere in the park)

Bins: £100 (need 10)

Plastic Benches: £100 (need 20)

Please note: Every area that is not taken up by a ride, amenity or attraction must be paved at a cost of £500 per 50m². Every ride, amenity or attraction must have a 50m² clear perimeter around it (apart from bins or benches).

Marketing Budget

Work out your marketing budget:

£5 000 000 - (your building costs _____ + two weeks of running costs _____) = _____

Here are your advertising options and costs:

Discuss your advertising choices with your business partners and circle all the advertising methods you are going to invest in. Just make sure you don't go over budget!

Print

National tabloid newspaper (five daily editions) = £50 000

National 'lads mag' Totalled (three issues) = £15 000

National children's comic Banzai (three issues) = £10 000



Billboard

Nationwide campaign of five hundred billboard posters in different UK cities in prominent locations = £20 000



Radio

National radio advert (repeated regularly over one month) = £25 000

Local radio advert (repeated regularly over one month) = £10 000



Internet Web Banner

Promoted link on top search engine Google (1 month) = £10 000

Promoted link on the social media site Smillebook (1 month) = £10 000



Television

Primetime national main channel advert (repeated three times a day for a month) = £150 000

National cable channels advert (repeated ten times a day over a variety of channels for one month) = £50 000

National children's advert (repeated ten times a day over a month) = £35 000



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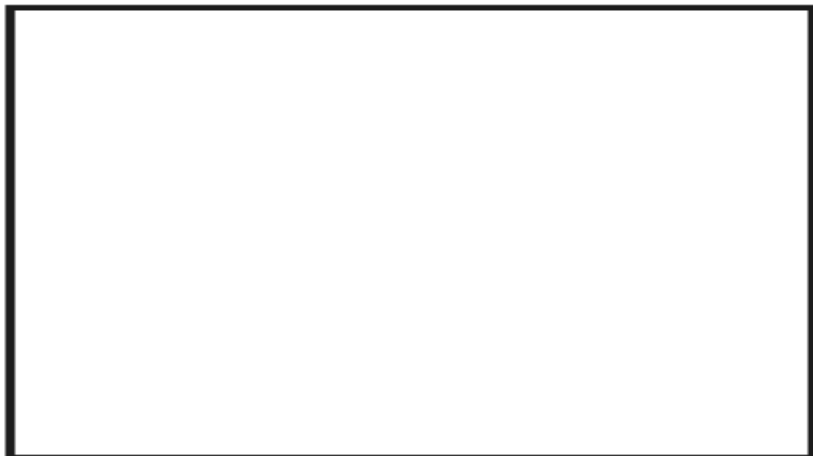
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Mega Drop Magazine Review



Estimated Running Costs

Work out the estimated running costs for your theme park.

Type of Ride/Amusement/Attraction	Staffing Costs	Electricity, Maintenance, Repair or Other Costs	Numbers in Park	Total Cost
Thrill-seeker Ride	£800 a week	£300 a week		
Family Ride	£500 a week	£200 a week		
Water Ride	£500 a week	£150 a week		
Children's Ride	£300 a week	£100 a week		
Other Attractions	£200 a week	£50 a week		
Toilet Blocks	£100 a week for cleaning	£50 a week		
First Aid Booth	£400 a week	£50 a week		
Entrance Turnstile	£500 a week	£50 a week		
Food Outlets	£2000 a week	£2000 a week (to include ingredients and other stock)		
Other Park, Maintenance and Cleaning Costs	£4000 a week			
Liability Insurance	£10 000 a week			
	Overall Total:			
	Total for first two weeks of operating (Overall total x2)			
	Amount left of business loan after build costs:			
	Amount left of business loan <u>minus</u> two weeks of running costs:			

Working Out Entrance Fees

How much are you going to charge your customers to make a profit?

1

How much does it cost to open your park each day (daily running cost)? _____
(your weekly running cost ÷ 7)

After researching similar theme parks, we predict that for your first few weeks of trading, a sensible estimate for the number of daily visitors would be 750 people. Let's work out how much each potential customer needs to pay to just cover your running costs:

Daily running cost _____ + 750
(estimated daily visitors) = _____.

How many adults and children do you predict will visit each day?

Estimated Adult Customers	
Estimated Child Customers	

2

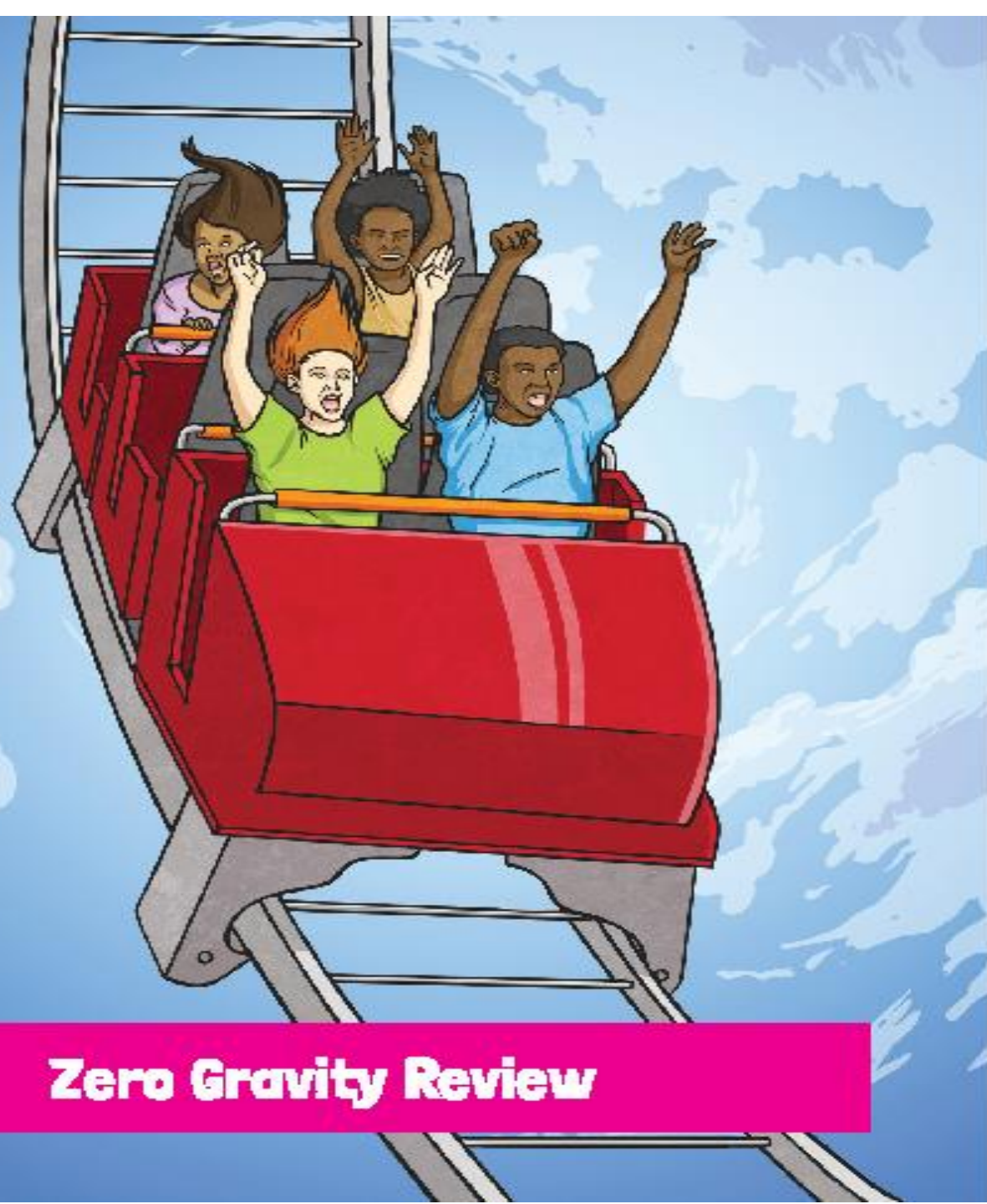
Now try out some potential entrance fees.

Potential entrance fee 1	Number of predicted adult/child customers	Potential revenue
Cost per adult _____		
Cost per child _____		
	Total potential revenue:	
	Daily running costs:	
	Potential profit per day: (Total potential revenue minus daily running costs)	

Potential entrance fee 2	Number of predicted adult/child customers	Potential revenue
Cost per adult _____		
Cost per child _____		
	Total potential revenue:	
	Daily running costs:	
	Potential profit per day: (Total potential revenue minus daily running costs)	

3

Final Entrance Fee Decision:



Zero Gravity Review

Can you handle zero gravity?

Zero Gravity is the latest addition to Adrenaline World's portfolio of thrill-seeker rides. Mega Drop magazine journalists were some of the first riders in the world to test this awesome new ride. Our nerves were jangling when the countdown kick-started and our seats were lifted so that we were lying face down. Seconds later, we were blasted out into space and for 90 seconds, we were transported into the world of an astronaut experiencing tremendous G-Force.

As you zip around the 840-metre long track at over 47 mph, you really get the feeling of flying as the ride speeds seamlessly. The air was filled with gasps and worried whispers as the ride cranked up to its highest point - preparing to thunder down the 70 metre first drop. That was followed by thrilled screams as the ride blasted through its G-force filled turns. For our money, the cutting-edge, new rollercoaster is certainly worth a ride. If you've ever dreamed of heading through space in a lunar-module, this is probably the closest you'll get without coughing up for a ticket on Richard Branson's upcoming tourist rocket to outer-space.

Ultimately, while it is not as stomach-churning as some faster roller coasters we've been on, Zero Gravity is well worth the queues. But any more than two times in a row - we are sure you

would start to feel very, very queasy.

To prove Zero Gravity is worth all the fuss, the theme park Adrenaline World drafted in real-life astronaut Bob Hermans to take a ride alongside us. Spaceman Hermans has been off the planet three times and spent over 100 days high above the earth. So how did Zero Gravity measure up to a real-life space adventure.

Speaking after his first experience on Zero Gravity, Bob Hermans said, "This is one of the best rides I've ever been on and I've been on some rides!"

He added, "I've been lucky enough to serve on three space flights, including many months on the International Space Station, but this is as close as I've come to a virtual trip across the universe." Well if it's good enough for a real-life astronaut...you should join the back of the Zero Gravity queue!

