**Six Minutes to Sell Six Flags Event**

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Register on the Fall Rally Registration Site. Only registered chapters can participate.

Competition will take place at Six Flags

**GUIDELINES:**

1. Entries are limited to one **Team of 2 or 3** per chapter.

2. **"The Ultimate Weekday Experience for Tweens (Ages 9–13)"**
Six Flags Over Georgia wants to increase weekday park attendance during the school year (excluding summer and holidays). Your challenge is to pitch a themed weekday experience designed specifically for **tweens (ages 9–13)** that will excite this age group **and** appeal to their parents as decision-makers.

You’ll have 6 minutes to present your plan to a panel of Six Flags decision-makers (judges). Your pitch should include:

* **Concept Name & Theme** (e.g., “Tween Takeover Tuesdays”)
* **Attractions or Perks** specifically curated for this age group
* **Pricing/Promotion Strategy** (Is it bundled? Parent discounts? Loyalty points?)
* **Marketing Tactics** (Social media, influencer tie-ins, school partnerships, etc.)
* **Target Audience Insight** (What do tweens care about? What motivates parents?)
* **Why It Works at Six Flags Over Georgia** (Use something park-specific—like certain rides, events, or the local culture)

3. Order of competition will be pre-assigned on a random selection basis. Competitors will present within different groups. The top 2 teams from each group will be recognized.

4. Competitors may use 3x5 index cards only for brief outline/key idea. No props. Handouts are allowed but not required. No items of monetary value or food are allowed.

5. The presentation shall be a maximum of six (6) minutes in length. The timekeeper shall give a 1 minute warning. The competitor will be stopped when the six minutes are up.

7. Fall Rally attire will be appropriate for this event.

**EVALUATION:**

* Creativity & Innovation
* Relevance to Target Audience
* Feasibility & Alignment with Six Flags Brand
* Persuasiveness of Pitch

**AWARDS:**

The top 2 teams from each judge will be awarded a medallion for each team member.