

# Theme Park & Attraction Discounts TOOLKIT





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## OVERVIEW

Providing theme park discounts to members is an exceptional way to enhance their overall experience and foster a sense of appreciation for their loyalty. These fun deals can express gratitude and ensure that the joy of adventure is accessible to all.

Imagine the thrill of exploring fantastical realms, experiencing exhilarating rides, and creating magical memories—all while enjoying exclusive savings. It's more than a discount; it's an invitation to indulge in the extraordinary, turning routine outings into amazing adventures!







## MARKETING COPY

Any marketing copy in this document and in the attached assets can be utilized for multiple types of promotional content including emails, ads, videos, blurbs, blog articles, advertorials, social media posts, etc.

### SHORT

Unleash the excitement! With [add your discount program name here], you'll enjoy members-only discounts on theme parks and attractions nationwide. Save big on family fun, thrilling rides, and unforgettable adventures.

### MEDIUM

With [add your discount program name here], you have access to discounted tickets on theme parks and attractions nationwide! Whether you're seeking the adrenaline rush of roller coasters, the enchantment of magical worlds, or the wonder of family-friendly attractions, we've got you covered. Unlock huge savings on your next adventure. Explore your theme park and attraction deals at [add your discount program travel homepage URL here].

### LONG

Enjoy the ultimate in family entertainment and adventure with our comprehensive collection of theme park and attraction discounts, spanning the nation's most iconic destinations. From the pulse-pounding thrills of roller coasters to the enchanting wonders of fantasy realms, you're granted access to a world of excitement with great savings. Join us in unlocking the magic, where savings and sensational experiences intertwine, offering you an unparalleled journey into the heart of entertainment and fun. Visit [add your discount program travel homepage URL here] to start planning your next adventure.







## SOCIAL MEDIA IMAGES

These images can be used on Facebook, Instagram, and other social channels. Two image sets have been provided. One that includes the Access Perks logo and one that is ready to use as is or add your logo.

1080x1920

1200x630

1080x1080

Download Images

**Note:** The raw, unedited, text-free images used in this toolkit have been provided for you to use at your discretion when creating your own theme park and attraction promotions.



Download Images



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## SOCIAL MEDIA COPY

Social media is a great way to communicate special offers with your audience. This messaging can be copy and pasted into your social platforms to promote your theme park & attractions benefit.

### OPTION 1

Unlock nationwide adventures with our theme park discounts! From coast to coast, enjoy family fun and heart-pounding excitement with amazing savings. Go to [add your discount program travel homepage URL here] to get started.

### OPTION 2

Experience the best in family entertainment nationwide, all with members-only discounts! From iconic theme parks to must-see attractions, your next adventure is just a click away at affordable prices. Visit [add your discount program travel homepage URL here] to save.

### OPTION 3

Get ready for a whirlwind of excitement with our theme park discounts! Dive into the magic of top parks and attractions nationwide, all with members-only savings. Visit [add your discount program travel homepage URL here] to save.





# WEB & EMAIL BANNERS

The banners we’ve created can be used in your emails, bulletins, newsletters, and other communications. Make sure to place the banner as close to the top of your emails as possible. This will ensure your audience sees it as soon as they open the email. Two banner sets have been provided. One that includes the Access Perks logo and one that is ready to use as is or add your logo.

## EMAIL BANNER SIZES:

|         |         |
|---------|---------|
| 600x288 | 300x288 |
|---------|---------|

## WEB BANNER SIZES:

|         |         |         |          |           |
|---------|---------|---------|----------|-----------|
| 160x600 | 300x250 | 560x302 | 728x90   | 1272x792  |
| 192x175 | 300x600 | 600x400 | 770x1260 | 1500x500  |
| 200x167 | 369x369 | 640x100 | 1140x250 | 1500x1000 |
| 200x200 | 420x250 | 650x300 | 1140x400 | 1600x800  |
| 242x463 | 458x720 | 700x400 | 1170x500 | 1880x360  |
| 300x175 | 468x60  | 716x130 | 1208x744 | 2400x1350 |

Download Banners



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# DIGITAL/PRINT FLIER

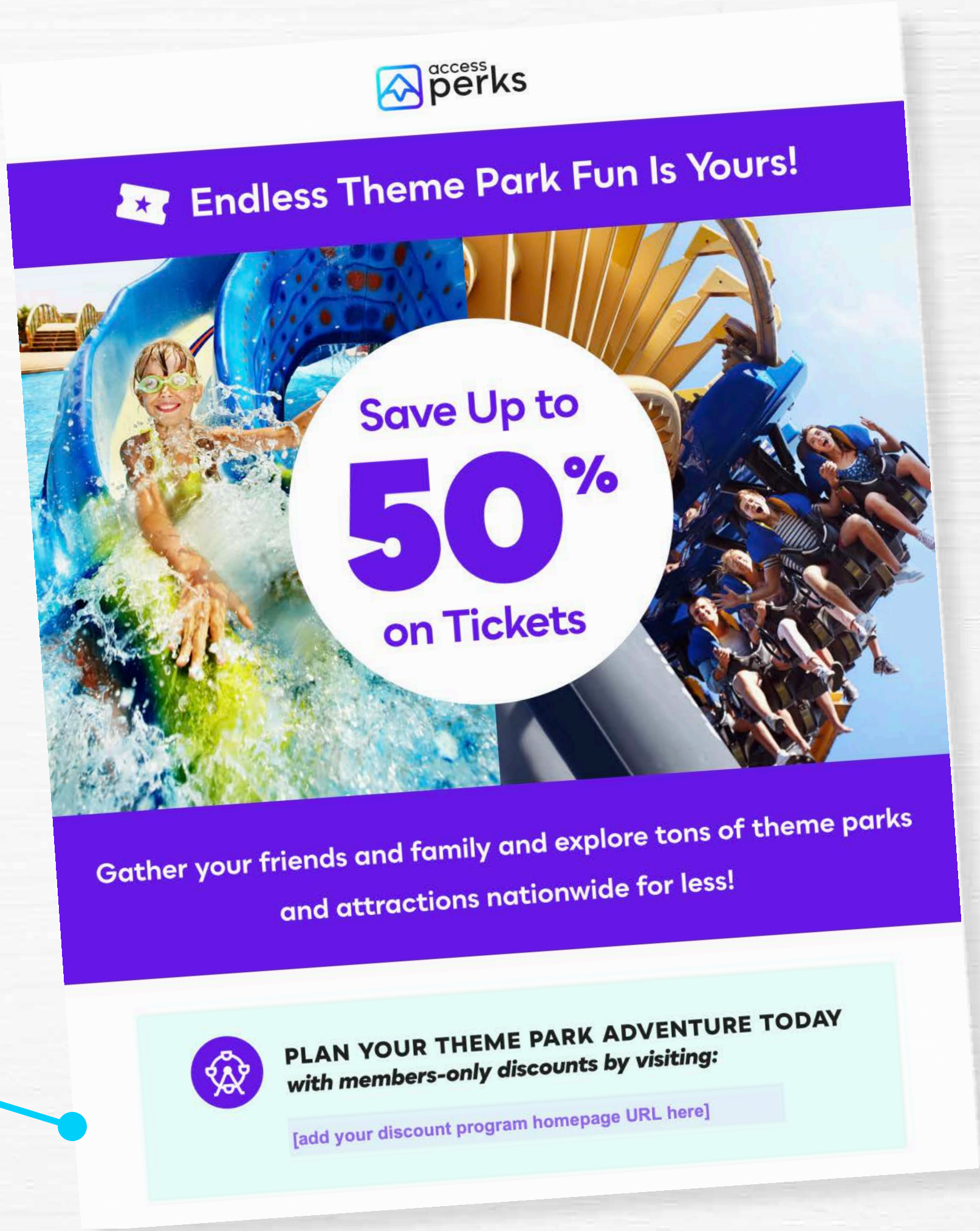
This flier can be printed, used digitally for a landing page, or added as an attachment to an email. Two versions of the flier are included in this toolkit. One that has room to add your logo and one that includes the Access Perks logo. Before using the asset, don't forget to customize it with your program information, so your audience knows where to go to get their savings.



**PLAN YOUR THEME PARK ADVENTURE TODAY**  
*with members-only discounts by visiting:*

[add your discount program homepage URL here]

Download Flier



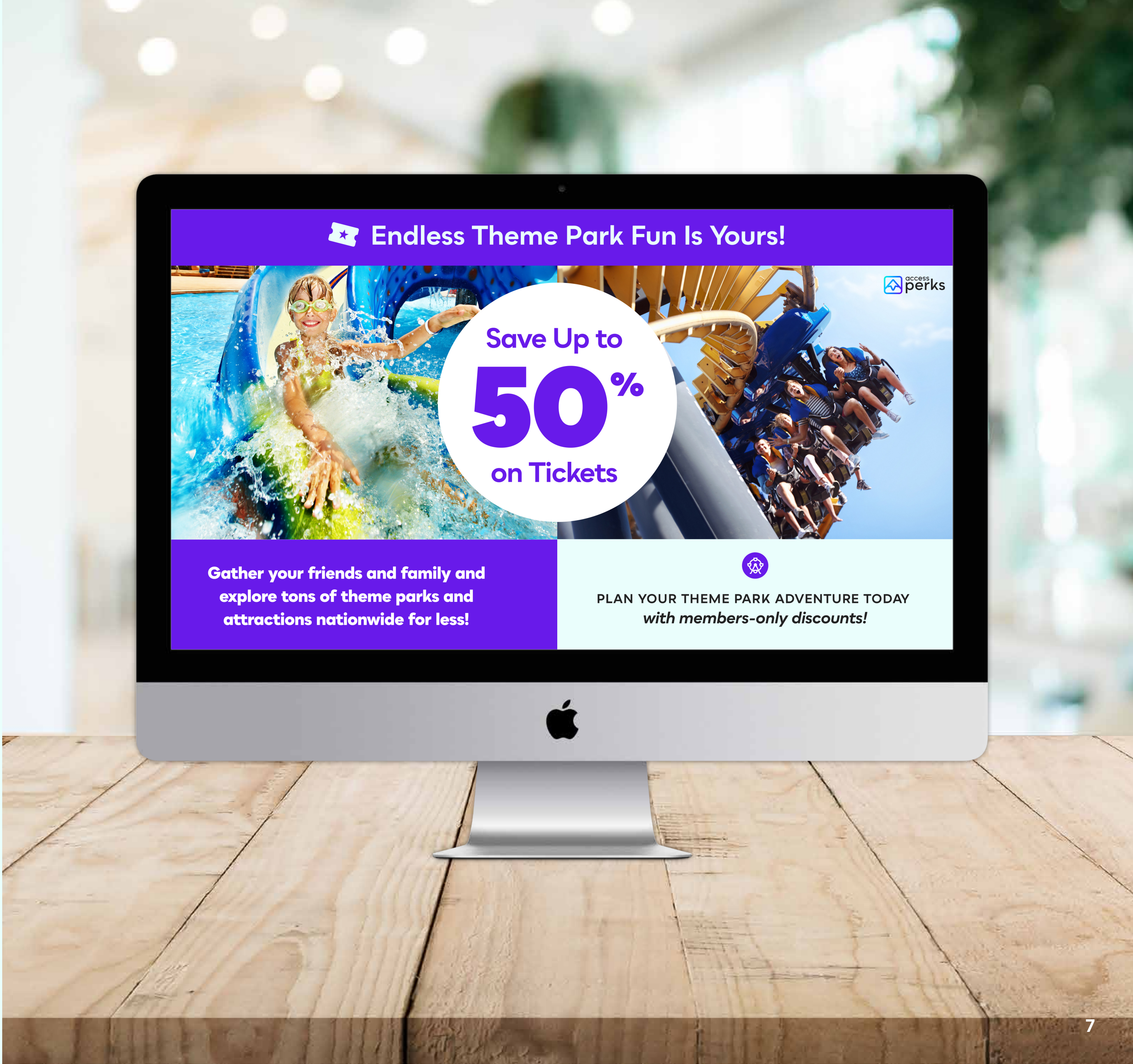


# POWERPOINT SLIDE

You can utilize this slide to promote the program at company town halls, during open enrollment, customer sales demonstrations, and new employee orientations.

16:9 | 4:3

Download Slide





# TESTIMONIALS

Below you'll find testimonials we've collected from members through surveys with their permission. You can use them for marketing purposes related to your discount program.

“Buying my theme park ticket through my member benefits website saved me a little over 30%.”  
– **MARISSA P.**

“I used member discounts to purchase my theme park tickets. I bought two, 1-day tickets for each family member and saved close to \$100.”  
– **ROBERT P.**

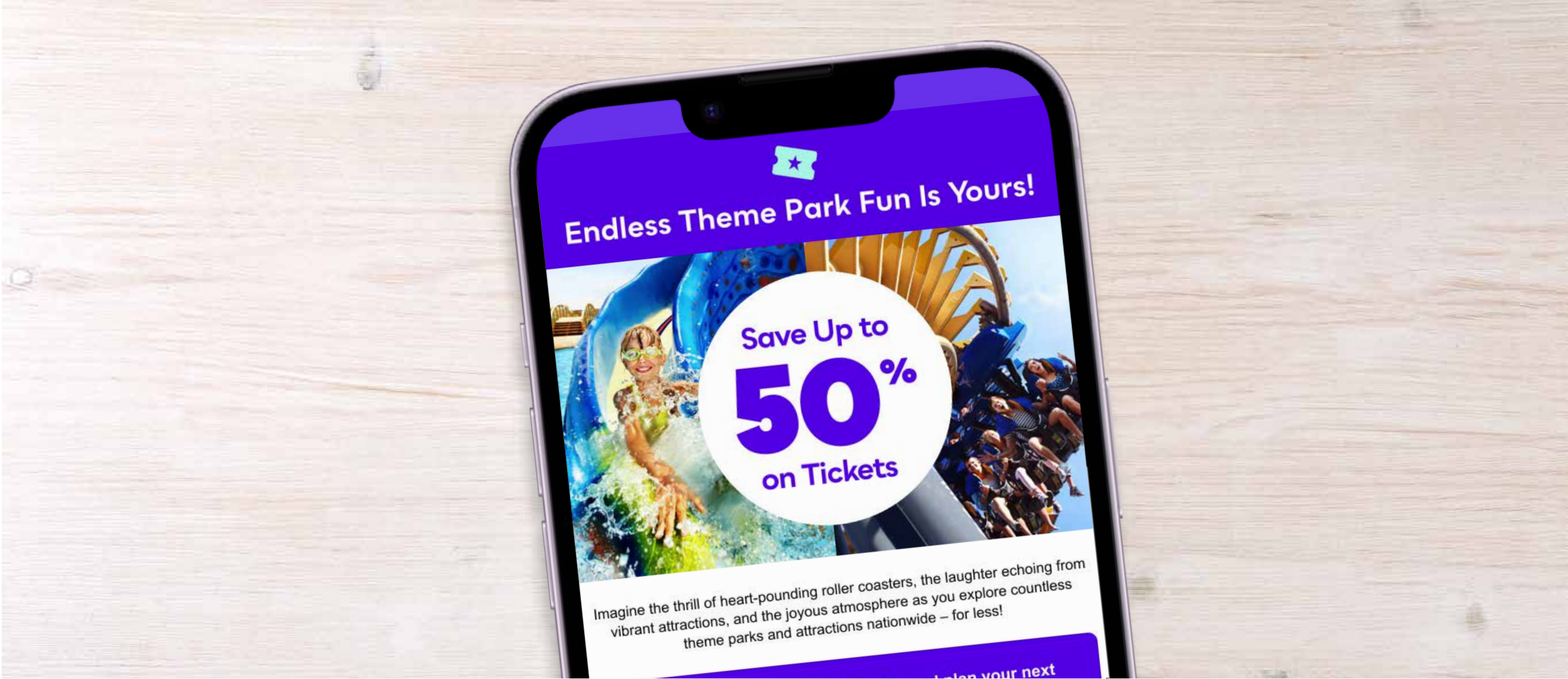
“I used the discounted theme park tickets for our family and it helped so much being able to buy the kids a few extra things with paying less for the tickets. We had a great time!”  
– **KATHY W.**

“The discount program is fabulous. I got my theme park tickets much cheaper.”  
– **TERESA K.**

“I saved major money on a theme park 4-day pass.”  
– **DAVID R.**



Want more content like this? [Visit your CMP](#)



# EMAIL HTML

For clients not using Access Email Marketing Services, or even those that do and want to send an extra message, you can grab the HTML to email your audience on your own. Each HTML file provides implementation instructions, an image of the email to show the design and what it should look like, all images used in the email, and the subject line and preheader.

[Download Email HTML](#)

Don't hesitate to contact your Client Marketing Specialist (CMS) if you have any questions about this toolkit and how to get the most out of the assets. If you don't know who your CSM is, call our customer service number and they can find out for you at 1-800-331-8867.