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**ALISSA  BENAVIDEZ**  
alissabenaidez.com • alissabenaidez@me.com

**Graphic Designer | PDF Portfolio**

# ALISSA BENAVIDEZ

Graphic Designer | PDF Portfolio

 Albuquerque, NM  
 alissabenaidez.com  
 alissabenaidez@me.com

# CV

**Bachelor of Science – Art with Emphasis in Graphic Design** **May 2009**  
**Eastern New Mexico University – Portales, New Mexico**  
Graduated Summa Cum Laude

**Carollo Engineers** **03/2022 – Present**  
**Graphic Designer – ABQ NM**  
Create original designs per client specification and maintain deadlines.

**Atlanta Brand Agency** **07/2021 – Present**  
**Freelance Design Consultant – Atlanta GA**  
Create original designs per client specification and maintain deadlines.

**MoonBeamStarKitten** **01/2010 – Present**  
**Creative Designer/Owner – ABQ NM**  
Create original designs per client specification, set pricing and maintain deadlines.  
Specializing in Print and Layout Design, as well as Logo and Illustration.

**NM Auto Press Weekly** **05/2017 – 03/2022**  
**Senior Designer/ Freelance Design Consultant – ABQ NM**  
Senior Graphic Designer for weekly auto publication, overseeing page layout and designing all elements related. Created In-House advertisements. Managed Private Party Vehicle Advertisement.

**Wigwam Skate & Event Center** **12/2014 – 04/2017**  
**Freelance Design Consultant – ABQ NM**  
Created In-House print advertisements & promotional artwork for social media.

**NM Car and Truck Magazine** **09/2011 – 05/2017**  
**Lead Designer / Freelance Design Consultant – ABQ NM**  
Designer for weekly auto publication. Created In-House advertisements.  
Managed Private Party Vehicle Advertisement.

**ABQ Sport's Magazine** **08/2012 – 02/2014**  
**Freelance Design Consultant – ABQ NM**  
Designed print advertisement and performed article layout for publication.

**High Desert Dog Magazine** **11/2011 – 02/2014**  
**Freelance Design Consultant – ABQ NM**  
Designed print advertisement and performed article layout for publication.

**Square15** **01/2010 – 03/2011**  
**Senior Graphic Designer – ABQ NM**  
Created event advertisement ranging from mailers and in-park signage to photo retouching, tollway marquees and eBlasts for Six Flags Great America. Assisted in the Re-Branding of Old Town Albuquerque, which included logo design, print collateral and website design/front-end coding.

# 94TH ANNUAL GALLUP INTER-TRIBAL INDIAN CEREMONIAL RODEO

Red Rock State Park - Gallup, New Mexico  
August 6<sup>TH</sup> - August 9<sup>TH</sup>

**Platinum Premiere Sponsor \$12,500**  
As the **Platinum Premiere Sponsor** of the 94th Annual Gallup Inter-Tribal Indian Ceremonial Rodeo your sponsorship in the amount of \$12,500 will live on for years after. We design ten banners on us, to your specifications

**Platinum Premiere Sponsorship: \$12,500**

- Business Logo appears the largest on ALL Around Contestant Trailer Wrap (Trailer is parked around town to advertise rodeo!)
- Primary Sponsor Logo on All Event Posters
- Business Recognition in all Radio and Print Advertisement
- Full, Quarter and Front Page Banner Advertisement in Ceremonial Rodeo Program
- Grand Entry Flag Representation (You Provide)
- Performance of Title Sponsor
- Business Logo List on Contestant Day Sheet - State Park
- 2 Business Banners at Rough Stock Arena
- 2 Business Banner at Horse Barns
- 3 Business Banners at Timed Event Arena
- 3 Business Banners at entrance of Red Rock State Park
- VIP Tickets for Entire Event
- Largest Logo on Arm Band
- Bucking Chute Sponsorship

**Gold Buckle Sponsor \$10,000**  
**Gold Buckle Sponsorship: \$10,000**

- Logo on ALL Around Contestant Trailer
- Full and eighth Page Advertisement in Ceremonial Rodeo Program
- Logo on Arm Band
- 2 Business Banners at Rough Stock Arena
- 2 Business Banners at Horse Barns
- 2 Business Banners at Timed Event Arena
- 2 Business Banners at entrance of Red Rock State Park
- And Many of the Same Advantages listed in Platinum perks!

**Silver Buckle Sponsor \$7,500**  
**Silver Buckle Sponsor** with your contribution of \$7,500, you will receive:

- Sponsorship Recognition in all Media Advertisement
- Half Page Advertisement in Ceremonial Rodeo Program
- Grand Entry Announcer & Flag (You Provide)
- Business Logo on Performance Day Sheet
- Free Rodeo Tickets for All Performances
- Sponsor of Timed Event Timers Box
- Business Logo on Inter-Tribal Indian Ceremonial Poster & Flyer
- We Provide 6 Banners

**Bronze Buckle Sponsor \$5,000**  
**Bronze Buckle Sponsor** with your contribution of \$5,000, you will receive:

- Announcer Sponsor Booth
- Grand Entry Flag (You Provide)
- Quarter Page Advertisement in Ceremonial Rodeo Program
- We Provide 4 Banners

**Turquoise Buckle Sponsor \$2,500**  
**Turquoise Buckle Sponsor** - Contribution of \$2,500:

- Award Sponsor
- Buckle & All the Awards
- We Provide 3 Banners
- Eighth Page Advertisement in Ceremonial Rodeo Program

**Misc Sponsorships**

**Ruby Buckle Sponsor \$1,250**

- Saturday Sponsor
- Award Sponsor
- 2 Banners

**Onyx Buckle Sponsor \$750**

- Chute Gate Sponsor
- Award Sponsor
- 1 Banner

**Opal Buckle Sponsor \$500** • Chute Sponsor

**Jasper Buckle Sponsor \$250** • Award Sponsor

**RODEO PERFORMANCES**

**AUGUST 6<sup>TH</sup> - 7 PM**  
Performance INFR Tour Rodeo

**AUGUST 7<sup>TH</sup> - 8 AM**  
Slack if Necessary

**AUGUST 7<sup>TH</sup> - 1 PM**  
Performance INFR Tour Rodeo

**AUGUST 8<sup>TH</sup> - 12 PM**  
Wild Horse Race, Hide Race, Fruit Scramble, Pony Express Race, And Chaper House Challenge - Womens Tug Of War

**AUGUST 9<sup>TH</sup> - 12 PM**  
Open Team Roping  
Type & Time TBA

MORE INFORMATION | [WWW.GALLUPCEREMONIAL.COM](http://WWW.GALLUPCEREMONIAL.COM) OR (505) 870-2535

94th Gallup Inter-Tribal Indian Ceremonial Rodeo - Media Kit

# 94TH ANNUAL GALLUP INTER-TRIBAL INDIAN CEREMONIAL RODEO

Red Rock State Park - Gallup, New Mexico  
August 6<sup>TH</sup> - August 9<sup>TH</sup>

**94th Annual Gallup Inter-Tribal Indian Ceremonial Rodeo Sponsor!**  
The 94th Annual Gallup Inter-Tribal Indian Ceremonial will take place at Red Rock State Park in Gallup, New Mexico, August 6th through August 9th.

This rodeo is a way of honoring Native Americans, cowboys, cowgirls, families and fans richly in the sports of Rodeo. People who come here know the Inter-Tribal Ceremonial is one of the crown jewels on the yearly tourist and rodeo calendar. This year's Ceremonial Rodeo is noted as one of the Indian Nationals Finals Rodeo Tour Rodeos. As this is one stop among many where an estimated 400 dedicated rodeo contestants will be vying for \$2,000 added money per event.

In addition, the rodeo is "Great Fun" and attracts World Class Native American Rodeo Professionals as well as their families and many great rodeo fans.

Visitors of the 94th Annual Ceremonial Rodeo will get to experience the splendor of Red Rock State Park with its majestic red cliffs framing the park on three sides and its natural Amphitheater and seating along with accommodations for two arenas with contestants to perform at one time.

Please join us in the Celebration of the 94th Annual Inter-Tribal Indian Ceremonial at Red Rock State Park in Gallup, New Mexico.

MORE INFORMATION | [WWW.GALLUPCEREMONIAL.COM](http://WWW.GALLUPCEREMONIAL.COM) OR (505) 870-2535

The 94th Gallup Inter-Tribal Indian Ceremonial Rodeo is yearly event and is part of one of New Mexico's oldest events. The Media Kit Shown was to advertise, promote and provide information for Sponsorship Opportunities.

WigWam Skate & Event Center  
Event Brochure

WigWam Skate & Event Center is a single-location business who required various print collateral, featuring unique characters and bright colors. They also frequently utilized advertising posts for social media to broaden their exposure. The four panel brochure shown was to advertise different party packages available.

**PRIVATE PARTY PACKAGES**

**SILVER SCREEN PRIVATE PARTY**  
\$249.95 FOR UP TO 100 PERSONS

- Two Hour Exclusive Private Use Of Center
- Skate Rental for up to 100
- 30 Soda's & 30 Ice Creams
- Complimentary Jumbo Birthday Sundae for Birthday Child

**DIRECTOR'S CUT PRIVATE PARTY**  
\$299.95 FOR UP TO 100 PERSONS

- Two Hour Exclusive Private Use Of Center
- Skate Rental for up to 100
- All You Can Eat Pizza for 30 guests (one hour)
- Bottomless Soda for 30 guests (one hour)
- Complimentary Jumbo Birthday Sundae for Birthday Child

**Additional Food Bands**

- Additional All You Can Eat Pizza & Bottomless Soda Bands ...\$4
- Hand Dipped Ice Cream ...\$1.50

**THE EPIC PARTY LIVE CHARACTER PARTY**  
\$349.95 FOR UP TO 100 PERSONS

- Two Hour Exclusive Private Use Of Center
- Skate Rental for up to 100
- Your Choice Of Two Live Characters: Branch & Poppy Troll, Ryder, Chase, & Marshall from Paw Patrol, The Minions, Sponge Bob, or Olaf.
- 30 minute LIVE Meet & Greet and Photo Opportunity
- All You Can Eat Pizza for 30 guests (one hour)
- Bottomless Soda for 30 guests (one hour)
- Complimentary Jumbo Birthday Sundae for Birthday Child

**Additional Food Bands**

- Additional All You Can Eat Pizza & Bottomless Soda Bands ...\$4
- Hand Dipped Ice Cream ...\$1.50

**PARTY PLATTERS**

**CHICKEN FINGERS**  
30 Fingers \$24.95

**CHOICE OF TRADITIONAL PLATTER OR FRUIT & VEGGIE PLATTER**  
\$24.95

**BBQ SLIDER PLATTER**  
12 Slider Sandwiches \$24.95

**CHICKEN SLIDER PLATTER**  
\$24.95 12 Slider Sandwiches

**MOZZARELLA CHEESE STICK PLATTER**  
40 Cheese Sticks \$24.95

**BIRTHDAY PARTY ADD ONS**

- Party Favor Boxes \$4.00
- Swag Bag with Favors \$5.00
- Party Hats \$1.00
- Frozen Skittle Treats .50c
- Glow Sticks \$1.00
- Hand Dipped Ice Cream \$1.50

**MAKE IT A GLOW PARTY!**  
\$5.00 EA

**GLOW STICKS**  
**FLASHING PACIFIERS**  
**FLASHING GLOW ITEM**

**PARTY LIKE AT THE WIGWAM! A POP STAR**

**NOW SHOWING BLOCKBUSTER BIRTHDAY PARTIES**

Get The Star Treatment!  
The Birthday Celebrity is Center Stage and Every Guest is Fan Favorite In this Spectacular Birthday Party Production!

**HOST AN ACADEMY AWARD WINNING PARTY**

**WIGWAM**  
Skate & Event Center  
4600 N SMITH STREET • TERRE HAUTE, IN 47805  
(CORNER OF FRUITRIDGE & HAYTHORNE)

BOOK ONLINE  
[WWW.WIGWAMSKATING.COM](http://WWW.WIGWAMSKATING.COM)  
CALL A CELEBRATION EXPERT  
812-460-1775

**G-STAR PARTY**  
9.95 FOR A PARTY OF 9 GUESTS

CHILD COMPLIMENTARY  
PARENTS COMPLIMENTARY  
(NO SUBSTITUTIONS)

**After 7 PARTY**  
FOR TWEENS AND TEENS

**\$149.95 FOR A PARTY OF 10**

ADDITIONAL GUESTS ARE \$11.95 EACH  
PARTIES AVAILABLE FRIDAY OR SATURDAY NIGHTS

**HELPFUL INFORMATION**

- If you have questions call our business office to speak to a celebration expert.
- Available times, packages, and specific items included in the packages subject to availability.
- Rates are only guaranteed for contracted reservations with deposit.
- Reservations are required for all parties and a limited number of parties are available each day. Final guest counts are required 48 hours in advance.
- Adult Spectators only and must be at least 18 years of age or older.
- You may bring in a cake or cupcakes, but no other food or drinks permitted for public parties.
- If your party or guests have contributed to excessive waste or damages a fee will be applied to the balance of the party.

**ADDITIONAL GUESTS ARE \$8.95 EACH AND INCLUDES ALL ITEMS IN THE PACKAGE**  
PARTIES AVAILABLE ANY TIME RINK IS OPEN TO PUBLIC

**ADMISSION**  
**SKATE RENTAL**  
**RESERVED PARTY TABLE**  
**PLACE SETTINGS & PAPER GOODS**  
**PARTY HATS**  
**PARTY SWAG BAGS FILLED WITH FAVORS**  
**3 LARGE PIZZAS**  
**CHOICE OF JUICE BOXES OR 3 PITCHERS OF SODA**  
**JUMBO BIRTHDAY SUNDAE FOR BIRTHDAY CELEBRITY**

**ADDITIONAL GUESTS ARE \$13.95 EACH AND INCLUDES ALL ITEMS IN THE PACKAGE**  
Hand Dipped Ice Cream \$1.50  
PARTIES AVAILABLE ANY TIME RINK IS OPEN TO PUBLIC

**ADMISSION**  
**SKATE RENTAL**  
**RESERVED PARTY TABLE**  
**PLACE SETTINGS & PAPER GOODS**  
**PARTY HATS**  
**PARTY SWAG BAGS FILLED WITH FAVORS**  
**3 LARGE PIZZAS**  
**CHOICE OF JUICE BOXES OR 3 PITCHERS OF SODA**  
**JUMBO BIRTHDAY SUNDAE FOR BIRTHDAY CELEBRITY**

**ADDITIONAL GUESTS ARE \$13.95 EACH**  
**ADDITIONAL CHARACTERS ARE \$25.00 EACH**  
Hand Dipped Ice Cream \$1.50  
PARTIES AVAILABLE ANY TIME RINK IS OPEN TO PUBLIC

**ADMISSION FOR 10**  
**SKATE RENTAL FOR 10**  
**RESERVED ACCESS IN THE AFTER 7 ULTRA LOUNGE**  
**10 SLUSH PUPPIES**  
**10 HAND DIPPED ICE CREAM**  
**CHOICE OF THREE PARTY PLATTERS OR PIZZAS**  
**2 PITCHERS OF SODA**  
**PARTY PLATTER OPTIONS: CHICKEN FINGERS, APPETIZER (CHICKEN FINGERS, MOZZARELLA CHEESE STICKS, TATOR TOTS) BBQ SLIDERS, CHICKEN SLIDERS, PIZZA**

WigWam Skate & Event Center  
S.T.E.M. Promotional Materials

**ATTENTION TEACHERS:**  
Education, Fitness, & Fun All Rolled Into One

# STEM

UNIQUE EDUCATIONAL EXPERIENCES

PROGRAM MEETS INDIANA CURRICULUM AND PERFORMANCE STANDARDS

AT THE **WIGWAM** Skate & Event Center

GET STUDENTS EXCITED ABOUT STEM

- 14 GROUP ACTIVITY & LAB GROUP LESSONS.
- ALL LESSONS WRITTEN BY INDIANA LICENSED TEACHERS.
- EACH LESSON MEETS INDIANA CURRICULUM & PERFORMANCE STANDARDS.
- TEACHER OR ADMINISTRATOR MAY SELECT LESSON.
- TEACHER & ADMINISTRATOR PROVIDED WITH LESSON PLANS.
- PRELIMINARY STUDY GUIDE & WORK SHEETS PROVIDED.
- THREE HOUR EXPERIENCE WITH A MINIMUM OF 1 HOUR DEDICATED TO EDUCATIONAL PORTION.
- LICENSED INDIANA TEACHERS ON STAFF.

**A UNIQUE EDUCATIONAL EXPERIENCE** that gets students **EXCITED** about learning! Students will learn how the concepts of **SCIENCE, TECHNOLOGY, ENGINEERING** and **MATH** can be found in everyday experiences, even **FUN** experiences like **ROLLER SKATING!**

**Educational Experience includes:** 1 hour of dedicated instruction & group work. Additional time allocated as needed. Remainder of time up to 2 hours of Roller Skating Physical Fitness.

**WIGWAM** Skate & Event Center  
4600 N SMITH STREET • TERRE HAUTE, IN 47805  
(812)460-1775 • WWW.WIGWAMSKATING.COM

NOW TAKING RESERVATIONS CALL US! 812-460-1775

**WIGWAM** Skate & Event Center

## GROUP Packages

**PACKAGE #1**  
\$6.00/PER STUDENT (MIN 30)  
Includes Admission, Regular Skate Rental, & Juice.

**PACKAGE #2**  
\$9.00/PER STUDENT (MIN 30)  
Includes Admission, Regular Skate Rental, Pizza Slice, Ice Cream, Juice.

**PACKAGE #3**  
\$10.00/PER STUDENT (MIN 30)  
Includes Admission, Regular Skate Rental, Approved School Lunch meeting all state and federal standards! Sample Menu: Chicken Sandwich, Fruit Cup, Vegetable, M&M.

**PACKAGE #4**  
\$12.00/PER STUDENT (MIN 30)  
Includes Admission, Regular Skate Rental, PLUS All You Can Eat Pizza, Salad, & Juice.

4600 N SMITH STREET • TERRE HAUTE, IN 47805  
(812)460-1775 • WWW.WIGWAMSKATING.COM

**ATTENTION TEACHERS:**  
Education, Fitness, & Fun All Rolled Into One

# STEM

UNIQUE EDUCATIONAL EXPERIENCES

**WIGWAM** Skate & Event Center

PROGRAM MEETS INDIANA CURRICULUM AND PERFORMANCE STANDARDS

GET STUDENTS EXCITED ABOUT STEM

NOW TAKING RESERVATIONS CALL US! 812-460-1775

- 14 GROUP ACTIVITY & LAB GROUP LESSONS.
- ALL LESSONS WRITTEN BY INDIANA LICENSED TEACHERS.
- EACH LESSON MEETS INDIANA CURRICULUM & PERFORMANCE STANDARDS.
- TEACHER OR ADMINISTRATOR MAY SELECT LESSON.
- TEACHER & ADMINISTRATOR PROVIDED WITH LESSON PLANS.
- PRELIMINARY STUDY GUIDE & WORK SHEETS PROVIDED.
- THREE HOUR EXPERIENCE WITH A MINIMUM OF 1 HOUR DEDICATED TO EDUCATIONAL PORTION.
- LICENSED INDIANA TEACHERS ON STAFF.

**A UNIQUE EDUCATIONAL EXPERIENCE** that gets students **EXCITED** about learning! Students will learn how the concepts of **SCIENCE, TECHNOLOGY, ENGINEERING** and **MATH** can be found in everyday experiences, even **FUN** experiences like **ROLLER SKATING!**

Education, Fitness, & Fun All Rolled Into One

4600 N SMITH STREET • TERRE HAUTE, IN 47805  
(812)460-1775 • WWW.WIGWAMSKATING.COM

**WIGWAM** Skate & Event Center  
4600 N SMITH STREET  
TERRE HAUTE, IN 47805

**ATTENTION TEACHERS!**  
EDUCATION AND FUN, ALL ROLLED INTO ONE!

A unique educational experience that gets students **EXCITED** about learning! Students will learn how the concepts of **SCIENCE, TECHNOLOGY, ENGINEERING** and **MATH** can be found in everyday experiences, even **FUN** experiences like **ROLLER SKATING!**

STEM EDUCATIONAL EXPERIENCE GROUP INFORMATION

WIGWAM Skate & Event Center

GET STUDENTS EXCITED ABOUT STEM

NOW TAKING RESERVATIONS CALL US! 812-460-1775

- OFFERING 14 GROUP ACTIVITY / LAB WORK LESSON PROGRAM
- PROGRAM WRITTEN BY LICENSED INDIANA EDUCATORS
- EACH LESSON MEETS INDIANA CURRICULUM & PERFORMANCE STANDARDS
- TEACHER OR ADMINISTRATOR SELECTS LESSON PROGRAM
- TEACHER & ADMINISTRATOR PROVIDED WITH STANDARDS & LESSON PLANS
- A MINIMUM OF A CONCENTRATED HOUR DEDICATED TO STEM EDUCATION
- PRELIMINARY STUDY GUIDE & WORK SHEETS PROVIDED

**WIGWAM** Skate & Event Center

## GROUP Packages

**PACKAGE #1**  
\$6.00/PER STUDENT (MIN 30)  
Includes Admission, Regular Skate Rental, & Juice.

**PACKAGE #2**  
\$9.00/PER STUDENT (MIN 30)  
Includes Admission, Regular Skate Rental, Pizza Slice, Ice Cream, Juice.

**PACKAGE #3**  
\$10.00/PER STUDENT (MIN 30)  
Includes Admission, Regular Skate Rental, Approved School Lunch meeting all state and federal standards! Sample Menu: Chicken Sandwich, Fruit Cup, Vegetable, M&M.

**PACKAGE #4**  
\$12.00/PER STUDENT (MIN 30)  
Includes Admission, Regular Skate Rental, PLUS All You Can Eat Pizza, Salad, & Juice.

4600 N SMITH STREET • TERRE HAUTE, IN 47805  
(812)460-1775 • WWW.WIGWAMSKATING.COM

**WIGWAM** PRESENTS...

# STEM

UNIQUE EDUCATIONAL EXPERIENCES

SCIENCE, TECHNOLOGY, ENGINEERING, & MATH

PROGRAM MEETS INDIANA CURRICULUM AND PERFORMANCE STANDARDS

Now Taking Reservations Call Us! 812-460-1775

**BOOK YOUR STEM FIELD TRIP TODAY!**  
Call Us: (812)460-1775  
rob@wigwamskating.com

3 Hour Experience Includes: 1 Hour Minimum of STEM Education, Plus 2 Hours of Physical Fitness through Roller Skating.

**WIGWAM** Skate & Event Center  
4600 N SMITH STREET • TERRE HAUTE, IN 47805  
WWW.WIGWAMSKATING.COM

*Kiki Soso  
Oui Oui  
Non Non*

# LET'S HAVE A KIKI

**CONGRATULATIONS! you won!**  
**A Free Skating Celebration For You and 11 Friends**  
 Grab The Gang For A Great Time... We Turn Down The Lights & Turn Up The Fun!

**LET'S HAVE A KIKI! YOUR TICKETS TO FUN!**

- Enjoy Free Admission For You & 11 Friends. Skate Rental is \$3.00 extra if needed.
- Hand out all your tickets (keep one for yourself). The time and date of your celebration is printed on each ticket.
- Every ticket redeemed will register user to win a FREE pair of custom skates!

**What To Know Before You Go...**

- Everyone must have a completed ticket to enter. Back of ticket must be completed.
- Tickets may not be handed out on rink property
- Group should enter building all at the same time
- This is not a birthday party package.... NO CAKES or OUTSIDE FOOD & DRINK permitted!
- Everyone skating must use a ticket for Free Admission or pay admission and skate rental if needed. Adults not skating enjoy complimentary spectator admission.

**WIN A FREE PAIR OF SPEED SKATES!**

**WIGWAM**  
Skate & Event Center

WWW.WIGWAMSKATING.COM • FUN LINE 812-460-1775  
 4600 N SMITH STREET • TERRE HAUTE, IN 47805 (CORNER OF FRUITRIDGE & HAYTHORNE)

Your Invited

## LET'S HAVE A KIKI

**FREE ADMISSION**  
 SKATE RENTAL \$3.00

**WIGWAM**  
Skate & Event Center

SATURDAY  
 JUNE 23  
 7PM - 10PM

**WIN A FREE PAIR OF SPEED SKATES!**

ADMIT ONE OFFICIAL TICKET

Birthday \_\_\_\_\_ Age \_\_\_\_\_ School \_\_\_\_\_

Email \_\_\_\_\_

MUST BE COMPLETED FOR ENTRY & ENTER TO WIN

**WIGWAM**  
Skate & Event Center  
 4600 N SMITH STREET  
 TERRE HAUTE, IN 47805

# BIG WINNER!

## YOU WON A KIKI

WigWam Skate & Event Center  
 Promotional Event Materials



**High Desert Dog Magazine  
Media Kit**

High Desert Dog Magazine was an quarterly publication that catered to Dog Lovers of the Southwest region. It featured a very clean, yet stylish perfect bound layout which created an upscale feel. The Media Kit shown was to promote advertisement and provide information to potential business

# DESERT DOG

## Who We Are

High Desert Dog Magazine is a quarterly full color and gloss magazine that is distributed regionally to local and chain retailers throughout the southwest. Our focus is primarily about dogs, dog owners and the lifestyle that is shared together. Our readers are dog loving people. Throughout the southwest, more dog owners are bringing their dogs along with them when dining out, shopping, and spending time with family and friends. Those that read High Desert Dog Magazine are affluent, hard-working people who are committed to including their family dog as part of their everyday life. In many households, the family dog is more a family member. Families shop and spend so that their dog is provided with the very best ensuring a comfortable, happy and healthy pet. Specialty dog boutiques, bakeries, pampered pet salons, and dog resorts are becoming more popular with the demand of dog owners who want to give more to their four-legged companion. Local dog parks are not only improving but many cities and towns are incorporating dog parks into their communities. Dog owners are living an active lifestyle with their dogs as they are getting more involved with people and businesses that surround them. High Desert Dog Magazine supports rescue, adoption, and the well-being of all creatures.

**Barking Local**  
SUPPORT. BELONG. GROW

Love your local dog community.  
Support your local dog community.  
Shop Local. Buy Local. Be Local.

Readers become actively involved with their local dog community through events, activities, and submission of their thoughts and ideas

### By the Numbers

According to the 2011-2012 APMA National Pet Owners Survey, **62%** of U.S. households own a pet. That equals **72.9 million homes!** Here's the breakdown of those statistics:

Breakdown:	Dogs	Cats
Surgical Vet Visits	\$407	\$425
Routine Vet	\$246	\$220
Food	\$254	\$166
Kennel Boarding	\$274	\$43
Vitamins	\$95	\$48
Travel Expenses	\$78	\$34
Groomer/Grooming Aids	\$73	\$41
Food Treats	\$70	\$21
Toys	\$43	\$21

**In 2012, it's estimated that \$52.87 Billion will be spent on our pets in the U.S. Here's the Estimated Breakdown:**

Food - \$20.46 Billion  
 Vet Care - \$13.59 Billion  
 Supplies/OTC Medicine - \$12.56 Billion  
 Live Animal Purchases - \$2.15 Billion  
 Pet Services: Grooming & Boarding - \$4.11 Billion

**In 2011, \$50.96 Billion was spent on our pets in the U.S. Here's the Breakdown:**

Food - \$19.85 Billion  
 Vet Care - \$13.41 Billion  
 Supplies/OTC Medicine - \$11.77 Billion  
 Live Animal Purchases - \$2.14 Billion  
 Pet Services: Grooming & Boarding - \$3.79 Billion

**Dogs - 46.3 Million**

**Cats - 38.9 Million**

The remainder of millions go to the other household pets.

**Number of U.S. Households that Own a Pet**

**1 YEAR & 2 YEAR SUBSCRIPTIONS!**

NOW AVAILABLE SUBSCRIBE ONLINE TODAY!

Subscribe Online & Get a One-Year Subscription for only \$9.99 or a Two-Year Subscription for only \$19.98. For more information on subscriptions visit us today at [www.highdesertdog.com](http://www.highdesertdog.com)

**Media Kit 2014**

**Advertising Rates**

Bleed Size - Add .75" on all sides  
 Full Page Live Area - 7.375" x 9.875"  
 Full Page - 7.375" x 9.875"  
 1/2 Page Horizontal - 7.375" x 4.8125"  
 1/2 Page Vertical - 3.5625" x 9.875"  
 1/4 Page Square - 3.5625" x 4.8125"  
 Market Place Ad - 2.375" x 3.125"  
 Sponsor Banner - 7.375" x 2"

All files: 300dpi, PDF, EPS, JPEG files are accepted.  
 All measurements given in inches, width x height.

FULL PAGE HORIZONTAL

HALF PAGE HORIZONTAL

HALF PAGE VERTICAL

QUARTER PAGE SQUARE

MARKET PLACE AD

**\$50 BOX AD 100PX X 100PX**

\*According to contract value and availability. Rates are per month. Monthly rates are available per request.

**WEB BANNER ADS ARE INCLUDED WITH PREMIUM PAGES.**

2500 FULL BANNER 750PX X 75PX

**Partners:** BARNES & NOBLE BOOKSELLER, SPROUTS, WHOLE FOODS, Flying Star, COOP, Pharmacia integrative pharmacy

Credit Card Account number \_\_\_\_\_ exp. mm/yy

I have read High Desert Dog's Advertising specifications highlighting deadlines, ad sizes and formats and other requirements for my ad.

I have read High Desert Dog's Advertising Terms & Conditions (if you have not reviewed our terms & conditions please let us know).

Signature \_\_\_\_\_ Date \_\_\_\_\_

**PAYMENT FOR FIRST AD PLACEMENT MUST BE MADE WITH INSERTION ORDER- THANK YOU!**  
**PAYMENTS OF CHECKS AND MONEY ORDERS SHOULD BE MADE PAYABLE TO: MAE PUBLISHING**

\* ALL non-profit organizations receive 20% off all advertising rates per issue. ALL non-profit organizations that are tax exempt must provide paperwork to be exempt from taxes.

**High Desert Dog Magazine**  
 P.O. Box 45745 Rio Rancho, NM 87124-5745  
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[www.highdesertdog.com](http://www.highdesertdog.com)

**ELDORADO**  
HOTEL & SPA

Unleashes its New  
Pampered Pet Program

AAA Four Diamond Award  
Preferred HOTELS & RESORTS  
BENCHMARK RESORTS & HOTELS

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Dog Destinations

### Eldorado Hotel & Spa Unleashes its New Pampered Pet Program



The Eldorado Hotel & Spa, considered one of Santa Fe's premier downtown properties, is expanding its pet program to include even more amenities for your four-legged family member. Recognizing the importance of catering to guests who travel with their pets, the AAA Four Diamond hotel is rolling out a star-studded carpet for pooches.

Santa Fe, "The City Different," is a paradise for pets. The Eldorado staff welcomes your furry companions with open paws so you don't have to worry about boarding, them or looking for a sitter while you're away. Our staff specializes in pet pampering from the moment of arrival to your "dog gone" departure. Pet amenities include:

- Comfortable pet bed
- Food and water dishes and protective mat
- Bottled spring water
- Individually wrapped gourmet pet biscuits
- Souvenir pet toy
- Leashes and collars for loan or purchase
- Pooper scoopers and trash bags
- Map of Santa Fe with designated pet-friendly trails, hikes and parks

Our dedicated concierge staff is always available to help guests in need of additional pet services, sitting, veterinarians or pet stores. Visitors traveling to Santa Fe with their pets will also enjoy visiting the Frank Ortiz Dog Park. Your dog will love to romp and roam freely and play with other dogs at the park, which has an off-leash area. This is Santa Fe's official dog park.

Is your pet culturally inclined? They'll love to stroll with you through the celebrated roads of downtown Santa Fe to the historic Plaza where they'll cross paths with many fellow four-legged friends. This way, "parents" can sniff out the myriad of jewelry shops, peruse the art and sculpture galleries and enjoy the magnificent scents of fresh, clean New Mexico air, which your pooch will appreciate!

After your day at the park or exploring the streets of Santa Fe, savor fabulous cuisine at The Old House and unwind with your favorite beverage in the hip AGAVE Lounge. Spend your days being pampered at the lavish Nidah Spa or bask in the glorious sun by the small rooftop pool. Eldorado Hotel & Spa offers 219 well-appointed guest rooms, including 6 suites, featuring rustic New Mexico Pueblo Revival décor, handcrafted native furniture and art, and all of the comforts and amenities guests would expect from an AAA Four Diamond hotel. Many of the hotel's guest rooms and suites include wood burning kiva fireplaces and offer extraordinary views of the surrounding Sangre de Cristo Mountains.

Eldorado Hotel & Spa is definitely a pet perfect perk in Santa Fe. With a prime downtown location, pet pampering treats and 320 days of sunshine a year, it's a destination you definitely need to "embark" upon. Stay tuned as the Eldorado Hotel & Spa is also looking to further expand its pet activities to include yappy hour events to benefit local shelters, a pavilious pet friendly menu designed by our executive Chef, holiday and seasonal events that include your pooch and much more! 🐾

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Eldorado Hotel & Spa  
309 W. San Francisco | Santa Fe, NM 87501  
1-800-955-4455 | www.eldoradohotel.com

For further information or reservations call 800.955.4455.

\*\*Upon check in, guests are required to sign a pet agreement. There is a \$50 non-refundable fee, per pet, charged to each pet guest. There is a two pet limit per guestroom.

High Desert Dog Magazine  
El Dorado Advertisement



# Six Flags Great America Acommodations Guide

**NEW FOR 2010**

**Glow in the Park Parade**

Nights will never be the same at Six Flags! The Glow in the Park Parade will feature state of the art floats, incredible light design and cirque-style music.

**LITTLE DIPPER**  
KEEPING THE HISTORY ALIVE

Operating since 1950 at the former Kiddieland Amusement Park, The Little Dipper will bring a piece of Chicago's history to Six Flags Great America as our 14th coaster.

**2010 ACCOMMODATIONS GUIDE**

**Key Lime Cove**  
INDOOR WATERPARK RESORT  
THE OFFICIAL RESORT OF SIX FLAGS GREAT AMERICA  
GURNEE, ILLINOIS

**STAY & PLAY LONGER!**  
At Illinois' Largest Indoor Waterpark

After a day of thrill rides and roller coasters, stay and play longer at Key Lime Cove Indoor Waterpark Resort. Brave the waves in the giant Key Lime Cove lazy river, and race down our 12 water slides, wavepool, float down the lazy river, and race down our 12 water slides. Key Lime Cove will weatherproof your next family vacation where the forecast is always a perfect 82 degrees.

**RIDE 'N SLIDE**  
FAMILY PACKAGES INCLUDE:

- TICKETS TO SIX FLAGS
- COMPLIMENTARY SHUTTLE TO AND FROM SIX FLAGS FRONT GATE
- OVERNIGHT STAY AT KEY LIME COVE
- KEY LIME COVE WATERPARK PASSES
- DISCOUNTS FOR RESORT GUESTS AND MUCH MORE!

LOCATED OFF I-94, ACROSS THE STREET FROM SIX FLAGS  
414 GUEST ROOMS WITH FLATSCREEN TV  
HUGE REDEMPTION ARCADE  
PARADISE MIST SPA

THE CRAZY TOUCAN MARGARITA GRILLE  
D.W. ANDERSON'S EATERY AND ICE CREAM PARLOR  
DAILY "FUN-TIVITIES" FOR KIDS  
ISLAND-INSPIRED SHOPS

Visit Best Hotel, Indoor Waterpark, Family Value and Day Spa by Readers of Daily Herald  
**KEYLIMECOVE.COM OR CALL 877.360.0403**  
1700 NATIONS DRIVE, GURNEE, IL 60031

**HYATT DEERFIELD**  
SUBURBAN NORTH CHICAGO

At Hyatt, You're More Than Welcome  
Easy Access, located off Lake Cook Road exit next to 294/94 Expressway

Suite-size guestrooms featuring:  
Hyatt Grand Bed, Queen size sofa bed, Home Stereo, refrigerator, coffee maker, iron/ironing board, deluxe bathroom, in-room safes, Wi-Fi available in guest rooms.

Jazz Bistro • Jazz Lounge • In-Room Dining • Starbucks Kiosk • Indoor Pool with Hot Tub • 24hr Fitness Center • Free Parking • Enterprise Car Rental Service

Choose from our affordable Six Flags Great America Packages:  
King guest room: \$79 plus tax\*  
Two-bed guest room: \$89 plus tax\*  
King guest room and 2 Six Flags tickets: \$149 plus tax\*  
Two-bed guest room and 4 Six Flags tickets: \$239 plus tax\*

\* Additional tickets are available for each package

For reservations, visit  
[www.hyattdeerfield.com](http://www.hyattdeerfield.com)  
Or call (800) 233-1234

Hyatt Deerfield  
1750 Lake Cook Road, Deerfield, IL 60015  
(847) 945-3400

Six Flags Great America is a large, multi-location theme park, needing numerous types of collateral including: in park signage, menus, and maps, event mailers, tollway marquees, e-Blasts, brochures, rack cards just to name a few. The Accommodations Guide Shown here is a 4 panel barn door brochure.

**GREAT FAMILY SIZED SUITES**

Enjoy our newly renovated all-suite property for family-friendly fun, and select from our four Escape! Six Flags Great America and Six Flags Hurricane Harbor packages:

- King guest suite: \*79 plus tax\*
- Two-bed guest suite: \*99 plus tax\*
- King guest suite and 2 Six Flags tickets: \*149 plus tax\*
- Two-bed guest suite and 4 Six Flags tickets: \*239 plus tax\*

Spacious suite with parlor and bedroom refrigerator, microwave and sleeper sofa in the parlor indoor and outdoor pool, whirlpool, sauna and sundeck. Full-service restaurant, lobby bar and room service. Conveniently located next to 294/I-94 expressway.

Our helpful staff is at your service.  
Call **1-800-228-9290**  
for reservations or visit:  
[www.marriottsuitesdeerfield.com](http://www.marriottsuitesdeerfield.com)

Going above and beyond. IT'S THE MARRIOTT WAY™

Deerfield Marriott Suites  
Two Parkway North, Deerfield, IL 60015  
(847) 405-9666

\*Two-day ticket package and additional discount tickets available. All offers are based on availability and exclusion of taxes.

411 S. Green Bay Rd., Waukegan, IL 60085  
**847-244-6100**  
**(888) 544-Best (2378)**  
[www.americasbestwaukegan.com](http://www.americasbestwaukegan.com)  
Just 4 miles from Six Flags

- Special Six Flags packages with 1 and 2 day passes (all packages include free entry to Hurricane Harbor). Just give us a call at 888-544-BEST (2378) for rates and information
- Free full shuttle services to Six Flags, Great Lakes Naval Base and Metra train station (save money on gas and parking)
- New hotel in the area
- Indoor heated pool
- All rooms consist of full 75-channel cable with HBO, fridge, hair dryer, iron / ironing board, and coffee maker
- Large family suites
- Free high-speed internet
- Complimentary deluxe continental breakfast

**Best Value In Town!**  
AAA APPROVED

**Super 8 Waukegan-94 N.**  
620 N. Green Bay Road, Waukegan, IL 60085  
Phone: 847.249.2388  
[www.super8waukegan.com](http://www.super8waukegan.com)

**Weekday rates starting at \$59.99**  
Located just minutes away from Six Flags Great America  
Discounted Six Flags Tickets Available  
Free Scheduled Shuttle to/from Six Flags Great America

Free Continental Breakfast  
Free stay for kids 17 and under  
Free High speed internet  
Full Cable with HBO

ALL ROOMS have Fridge, Iron, Hairdryer & Coffee Maker

**Executive Inn & Suites**  
660 S. Green Bay Rd. Waukegan, IL 60085  
Phone: (847) 244-0088  
[www.executiveinnmk.com](http://www.executiveinnmk.com)

**Special low Six Flags Packages with 1 and 2 day stay also free shuttle service.**

Kitchenette suites, family suites with 2 beds, jacuzzi suites, all rooms consist of TV with VCR, microwave, fridge, hair dryer, iron and coffee maker, 3 miles from the Great Lakes Naval Training Center, Six Flags Great America and Gurnee Mills Mall. Free limited transportation to Six Flags and Gurnee Mills.

**Hampton Inn Chicago/Gurnee**  
5550 Grand Ave., Gurnee, IL 60031  
Phone: (847) 662-1100  
Fax: (847) 662-2558  
[www.chicagogurnee-hamptoninn.com](http://www.chicagogurnee-hamptoninn.com)

**Within Walking Distance of the Park  
Six Flags Admissions Tickets  
100% Hampton Guarantee**

Just a breath of a mile from passing through the air or several miles of rollercoaster tracks at the Six Flags Great America and Hurricane Harbor theme parks. At the Hampton Inn Chicago/Gurnee, we're passionate about taking good care of you. Not only are we certain that you'll enjoy one of our 134 comfy rooms, but we're convinced you'll appreciate the fine touches. Our guarantee to you includes a hot buffet breakfast, fresh baked cookies, free local phone calls, and access to 24-hour laundry, complimentary access to Gurnee's indoor heated pool, and River View's pools for program members.

All offers are based on availability and exclusive of taxes, in any event that you should need additional information please do not hesitate to contact the hotel for Six Flags Packages and any other information.

**Comfort Inn**  
6080 Gurnee Mills Circle E.  
Gurnee, IL 60031  
Phone/Fax: (847) 855-8866  
[www.comfortinn.com](http://www.comfortinn.com)

**Comfort Inn - Gurnee Mills is well-located just across Interstate 94 from Six Flags Great America.**

Our cozy 63-room hotel is conveniently situated right next to Gurnee Mills Mall as well as a variety of restaurants. Experience our exceptional guest service. Grab a quick bite from our delicious continental breakfast. Take a refreshing dip in our indoor pool and whirlpool. Relax and unwind, bedding rooms are just ahead. Packages start at one room/2 one-day tickets at \$164.95. A \$30.00 savings!

**LAKE COUNTY**  
Natural Spaces, Fun Places ILLINOIS

For Great America information, directions and operating days and hours:  
**visit sixflags.com or call (847) 249-INFO**

**SpringHill Suites**  
4101 Fountain Square Pl  
Waukegan, IL 60085  
Phone: (847) 898-9600  
Fax: (847) 668-9001  
[SpringHillSuitesWaukegan.com](http://SpringHillSuitesWaukegan.com)

**AWARDED OPENING HOTEL OF THE YEAR**  
The SpringHill Suites Waukegan/Gurnee is less than 3 miles from Six Flags Great America

Our suites have separate living areas, 37" flat screen LCD HD TV, microwave, mini-fridge and free wireless high speed internet. You can enjoy our complimentary breakfast buffet, take a dip in our indoor pool, or work out in our fitness center.

**Winner of the 2009 HG Renovation & 2009 Priority Club Excellence Awards**

Deluxe continental breakfast, indoor pool, whirlpool and sauna, full service restaurant open breakfast, lunch and dinner, lounge, room service, complimentary wireless internet access, coffee-maker, hair dryer, iron and steaming board, gift shop, exercise room, located 3 miles from Six Flags Great America.

Waukegan, IL 60085  
gurnee.com  
\$169  
ons  
ons  
tickets, and deluxe continental breakfast

**SKIP THE LINE. SAVE TIME WITH THE FLASH PASS!**  
Valid at THE FLASH Pass Redemption Center in Hometown Square.

**Proud Partner**

**HEALTHY MEAL OPTIONS**  
Six Flags Great America offers a variety of healthy meal options including salads, bottled water, bottled water, and fresh additions throughout the year.

**DID YOU FORGET SOMETHING?**  
Glasses, film, sunscreen, wallets, and other essentials are located in all major stores and most merchandise carts.

**SNACKS, TREATS AND DRINK REFILL STATIONS**  
Find refill stations as well as jambo pretzels, churros, fresh popped popcorn, ice cream treats, and hot cold drinks on carts and in snack locations throughout the park.

**KeyLine Cove**

# Six Flags GREAT AMERICA

**MAP KEY**

- Alcohol Available
- ATV
- Character Meet & Greet
- Changing Rooms
- Designated Smoking Area
- First Aid
- Gifts
- Lost Parents/Lost and Found
- Locker
- Lost/Found
- Party Processing Center
- Photo Booth
- Restroom
- Telephone
- Wheelchair Accessible
- ATM
- Food Vendors
- Gift Shops
- Merchandise
- Restrooms
- Swimming
- Water
- Wilderness

### CAROUSEL PLAZA

**ATTRACTIONS**

- Columbia Carousel under 42" with adult
- Sky Truck Tower all children with adult

**SHOPPING**

- Carousal Plaza Gifts apparel and souvenirs
- Flags apparel and souvenirs

**DRINK**

- Cotton Candy Factory

**ENTERTAINMENT**

- Pictorium

### HURRICANE HARBOR

**ATTRACTIONS**

- Dial Island interactive water play structure 30" min height to 6'6" tall
- Buccaners Bay roller pool
- Hurricane Mountain tube slides 42" min height
- Whispering Creek roller coaster 54" min height
- Causeway Creek roller coaster
- Bahama Mama and Bubba Tubbs family raft 42" with adult or 48" alone
- Hurricane Bay wave pool
- Vortex and Typhoon 100 ft slides 42" min height
- Paradise Phungi and Hurricane speed slides 48" min height
- Thunderbolt and Barracuda tube slides 48" min height
- Thunderbolt high speed tube slides 48" min height
- NEW Diver Down roller coaster 54" min height
- NEW Monster Loop roller coaster 48" min height
- NEW Mega Wedgie free fall opening slides 48" min height
- NEW Surf Rider double roller coaster 54" min height
- NEW Wildwood family raft 48" min height

**SHOPPING**

- Hurricane Park's Island Treasures jewelry and accessories
- NEW High Tide jewelry apparel and accessories

**DRINK**

- Pink Flamingo Cakes burgers, salads, sandwiches and pizza
- Sharky's Smash Shack hot dogs, fries and drinks
- Saltwater Shack Beachside Bar appetizers and tropical drinks
- Treasures Coast drinks and snacks
- NEW's o'clock Phil's beer, wine and snacks

**ENTERTAINMENT**

- Beach Stage

### YANKEE HARBOR

**ATTRACTIONS**

- Plunk Grove

**Character Meet & Greet**

- Character Meet & Greet

**ATTRACTIONS**

- Vertical Velocity high speed coaster 54" min height and no hair extension
- NEW York Drop roller coaster 48" min height
- NEW Whirlly Windy roller coaster 54" min height
- NEW THE RIDE roller coaster 54" min height
- NEW East River Granger roller coaster 48" min height
- NEW Photos Emporium

**SHOPPING**

- Jolly's Photo Emporium
- BATMAN Knock cover line apparel and accessories

**DRINK**

- NEW Jerry's hand-dipped ice cream
- Angelo's Pista & Pista all-in-one ice cream on your plate or in a cone
- Jack's Snacks nachos, pretzels, popcorn

**GAMES**

- GOYAN CITY Arcade

### PLAZA DE LOS MARIACHOS

**ATTRACTIONS**

- NEW The Fiesta roller coaster 42" min height
- NEW Fiesta Fiesta roller coaster 42" min height
- NEW Fiesta Fiesta roller coaster 42" min height
- NEW Fiesta Fiesta roller coaster 42" min height

**SHOPPING**

- NEW Fiesta Fiesta roller coaster 42" min height

**DRINK**

- NEW Fiesta Fiesta roller coaster 42" min height

### PLAZA DE LOS MARIACHOS

**ATTRACTIONS**

- NEW Fiesta Fiesta roller coaster 42" min height

**SHOPPING**

- NEW Fiesta Fiesta roller coaster 42" min height

**DRINK**

- NEW Fiesta Fiesta roller coaster 42" min height

**KeyLine Cove**

**THE OFFICIAL SOFT DRINK OF SIX FLAGS GREAT AMERICA**

**Count as hydration**

Bring your own reusable water bottle to the park. We'll provide the rest. The water filter doesn't. The water filter doesn't.

Don't let the fun stop at just one day. Upgrade to a Season Pass today! 2 great parks for 1 low price. Season Passes America and the best water park in the nation. Six Flags Great Escape Water Park and Six Flags Great Escape Water Park. Season Passes America and the best water park in the nation. Six Flags Great Escape Water Park and Six Flags Great Escape Water Park.

**Season Pass Upgrade**

**GO TO SIX FLAGS GREAT AMERICA PARK MAP**

**Stobur Local Entertainment Arts**

**Live-Local Entertainment Arts**

**Stobur Local Entertainment Arts**

**Stobur Local Entertainment Arts**

**Riptide Bay**

**The Best Water Park in the Nation... Just Got Bigger!**

**NEW Riptide Bay**

**The Best Water Park in the Nation... Just Got Bigger!**

**NEW Riptide Bay**

**The Best Water Park in the Nation... Just Got Bigger!**

**Snickers Fright Fest**

**Weekends, October 1-30**

**It's a thriller by day, chilling by night every weekend in October.**

**Snookey's Spook Show**

**Spooktober shows, chilling attractions, haunting haunted houses and a special back-to-school area for the little ghouls and goblins. So, experience all your favorite rides in the dark!**

**Spooktober shows, chilling attractions, haunting haunted houses and a special back-to-school area for the little ghouls and goblins. So, experience all your favorite rides in the dark!**

**Children's Miracle Network Hospitals**

**A Walk in the Park at Six Flags**

**Children's Miracle Network Hospitals**

**A Walk in the Park at Six Flags**

**Children's Miracle Network Hospitals**

**A Walk in the Park at Six Flags**

# Six Flags Great America 2010 Park Map & Guide

# Six Flags Great America Red Dot Reward Program



## SIX FLAGS RED DOT REWARDS PROGRAM

Your extra effort makes a huge difference in the success of our Parks. Every time you take that extra step to help Guests and other Team Members a Park Leader may recognize you with a Red Dot Card, which you can use to redeem for prizes. Get more Red Dots, and you get more rewards.

### THE STEPS OF THE PROGRAM:

- 1 GET A RED DOT CARD**  
Every time a Park Leader sees you doing something that is Friendly, Clean, Fast and Safe, they may give you a Red Dot Reward Card.
- 2 GET PRIZES**  
When you get a Red Dot Rewards Card from a Park Leader, you can go to your Human Resources office or Employee Service office (ESO) to turn in your card in to the special designated area. Human Resources will keep track of your cards until you are ready to redeem them for prizes. The more cards you have the bigger reward you get.
- 3 GET YOUR GOLD PRESIDENTIAL MEDALLION ON YOUR NAME TAG**  
Once you get four cards in each category, you will receive a special gold Presidential medallion to put on your name tag. Our Guests and fellow Team Members will know that you work hard to make their Park experience a better one in every way.
- 4 GET RECOGNIZED BY THE PARK PRESIDENT**  
Getting your Presidential medallion is something to be proud of. That's why we recognize our Team Members with a presentation of the Rewards Certificate of Achievement from your Park President.









**FRIENDLY** CLEAN FAST SAFE **SERVICE**

\*Rewards for Red Dot Cards are determined by each Park.



### EXCLUSIVE RED DOT REWARDS DISCOUNTED COUPON

Present this coupon at the ticket booth of any participating Six Flags theme park or water park and receive one general admission ticket for \$15.00.

Cannot be combined with any other offer. Valid at all participating domestic Six Flags parks. Not valid at Six Flags Wild Safari. Limit 1 per customer. Offer only valid on purchases made at the park on the day of visit. Taxes where applicable. Void if copied, transferred, purchased or sold. Offer valid through 10/31/2010. Please visit sixflags.com for a list of Six Flags parks and operating schedules.

PLU 77164 T / PLU 77165 W




**FRIENDLY**  
I look and act happy to welcome Guests and Team Members with a smile and a helping hand.

**CLEAN**  
By choosing to clean keep our Park clean and make Six Flags a more pleasant environment for Guests and Team Members.

**FAST**  
By responding to Guest concerns quickly and working efficiently with other Team Members, I keep Six Flags moving.

**SAFE**  
Reporting unsafe issues I can focus on the real reason that Guests visit Six Flags and Team Members work here... Fun!

TEAM MEMBER: \_\_\_\_\_ DATE: \_\_\_\_\_

TEAM MEMBER ID #: \_\_\_\_\_

SUPERVISOR: \_\_\_\_\_



## SIX FLAGS RED DOT REWARDS PROGRAM

### WHAT DOES IT MEAN TO BE FRIENDLY, CLEAN, FAST AND SAFE?

**FRIENDLY**  
You help make Guests' experiences more pleasant by proactively helping them and other Team Members, handling difficult situations in a positive way and offering to help other departments. Taking that extra step and working as a team is what makes you a Friendly Team Member and makes Six Flags better for everyone.

**CLEAN**  
You see something that needs to be cleaned and you go above and beyond to help out. You help clean up on busy days and even pick up in areas that might not be visible to Guests. Your attention to detail helps keep our Park clean and makes Six Flags a more pleasant environment for our Guests and Team Members.

**FAST**  
You help to entertain Guests who are waiting in line by making their time go by more quickly. You anticipate busy times and help prepare for the rush. By working well and efficiently with other Team Members and responding to Guest concerns quickly, you keep Six Flags moving.

**SAFE**  
You report it right away if you see inappropriate or dishonest behavior or something that endangers a Guest or a Team Member. You help Guests who are hurt or sick, assist children who are lost and make suggestions on how to improve safety. Your actions make sure we can focus on the real reason people visit Six Flags... Fun!

### WHAT MAKES COMING TO SIX FLAGS A FANTASTIC EXPERIENCE FOR OUR GUESTS?

A day of fun and thrills is right at the top of the list. Enjoying their fun in a great environment is equally as important. Our Red Dot Rewards Program recognizes Team Members who make a day at Six Flags even better by delivering Friendly, Clean, Fast and Safe Service to our Guests.

Your extra effort makes a huge difference in the success of our Parks. Every time you take that extra step to help a Guest, clean up, or assist a child who is lost, a Park Leader may recognize you with a Red Dot Card, which you can use to redeem for prizes. **Get more Red Dots, and you get more rewards.**

\*Rewards for Red Dot Cards are determined by each Park.







**FRIENDLY** **CLEAN** **FAST** **SAFE**

\*Rewards for Red Dot Cards are determined by each Park.



[www.DeAngeloBethea.com](http://www.DeAngeloBethea.com)  
**Responsive Website  
Design & Front-End Coding**



NM Off Road Games  
Custom Logo Design



Just Us Hair Studio  
Custom Logo Design



MOO Publishing  
Custom Logo Design



**LLE**  
LOPEZ LOURDES EATON  
STRATEGIC COMMUNICATIONS

Lopes Lourdes Eaton Strategies Communications  
Custom Logo Design



Rocio Beauty Pixels  
Custom Logo Design

