Since 1997, Great Wolf Resorts® has been offering families an unrivaled and dynamic family entertainment experience, with each moment designed for maximum fun. They have become North America’s premier operator of year-round indoor waterpark resorts and an icon in the hospitality industry by offering everything under one roof - including restaurants, spas for kids and grown-ups, adventure games, the ultimate arcade and an activity programs for kids throughout the day.

BECOME A GREAT WOLF LODGE PARTNER

Great Wolf Lodge is looking to align with select, high profile brand partners for 2016 and beyond. As a Great Wolf Lodge partner, your brand would reach millions of moms and families across the U.S. and Canada through unique and engaging activation opportunities that support your objectives. These plans include on-property exposure, retail opportunities and experiential and integrated marketing that can be custom developed to resonate with this highly targeted group.

**GREAT WOLF LODGE FACTS**

- 14 resorts and growing with 271-600 family suites each
- Over 4.25 million guests in 2015
- Drive-to destinations near major markets across U.S.
- Huge year-round indoor waterparks
- Meeting and Conference space from 1,400 to 40,000 sq. ft.
- Restaurants and food outlets
- Retail shops with possible partner inclusion
- Amenities for the whole family including activity programs for kids throughout the day, Scooops® Kid Spa, Northern Lights™ Arcade and MagiQuest® live-action adventure game

**GREAT WOLF LODGE CONSUMER PROFILE**

- Educated and affluent with purchase power and social influence
- Moms 25-49, and families with children in the household
- HHI $60,000+ with average of $84,000
- Typically guests drive an average of 3-4 hours or under 300 miles to visit
- Average night stay is 2 nights, allowing for extended message exposure
- 62% guest repeat & referral rate
THE POSSIBILITIES ARE ENDLESS

Align with Great Wolf Lodge throughout the year to address your brand’s objectives and develop a one-to-one relationship with a highly targeted consumer. Develop a custom integrated program or incorporate Great Wolf Lodge into existing and established marketing initiatives.

PARTNER BENEFITS
MAKE A BIG SPLASH

- Website and mobile integration and links - over 25MM unique visitors per year
- Social Media Channels - Leverage extensive mommy blogger network, over 12K Twitter mentions per month, 36K Instagram followers, and over 640K Facebook fans
- Database of over 4MM reaches guests at multiple touch points
  - ETracks newsletter and email to 1.9MM repeat guests and promotion “handraisers”
- Experiential Marketing
  - Sampling/Coupons - Product sampling and offer distribution opportunities
  - In-room Access - Via custom check-in opportunities, Lodge TV channel and table signage
- Property Collateral & Signage integration
  - Lodge Life™ check-in resort guide feature and/or offer
  - Wristbands - Exposure on guest stored-value wristbands given to every guest for duration of stay
- Events - Integration into daily and seasonal guest events at property locations including Story Time, Snowland™, Howl-O-Ween™ and more
- Retail - Product placement & signage within property retail locations for approved brands
- Unique offers and prizing - Great Wolf Lodge offers and prizing and value - added program incentives
- Rights to marks - Usage rights of the Great Wolf Lodge name and symbols without additional licensing fees for all media platforms

BRAND ASSOCIATION
SLIDE THROUGH THE CLUTTER

- Powerful brand association from one of the most highly rated resorts in America
- Opportunity to develop a 1:1 relationship with target consumers of moms/families with children under 12, including access to the highly coveted and loyal “mom” target
- Multiple marketing opportunities to generate brand awareness, preference, trial and repeat purchase
- Category exclusivity and “Official Partner” status considered
- Promotions and public relations, including usage rights of the Great Wolf Lodge name and symbols without additional licensing fees for all media platforms