

Partnership with Friends of Disabled Adults and Children



Friends of Disabled Adults and Children

- National organization based in Tucker, Georgia
- Provides equipment and services to adults and children with disabilities
- 35,000 wheelchairs distributed since 1986
- \$9 million in equipment



Source: Dorries

Sponsorship and Donations

- \$50,000 annual sponsorship deal
 - Six Flags logo on all sponsorship signs and event materials
 - Six Flags website link available on FODAC website
 - Six Flags participates in fundraiser events
 - Alzheimer's Music Fest
 - FODAC Golf Classic
 - Both parties promote partnership on social media



Source: FODAC

Why FODAC?

- Six Flags' previous work with disability awareness
 - Specialized restraint harness for rides
 - Sensory impact guides
 - Certified Autism Center accreditation
- Proximity to Six Flags Over Georgia
 - Second ever Six Flags location
 - Potential to build closer relationship between Six Flags and FODAC



Source: Six Flags

Flags for Funds Campaign

- Fundraiser merchandise release
 - Merchandise available year-round at parks and online
 - 50% of profits to FODAC
 - Lower cost than regular merchandise
 - Specialized stands throughout parks for FODAC merchandise
- Sale of miniature flags
 - Simple, inexpensive souvenir
 - Consumption philanthropy



Flags for Funds Week

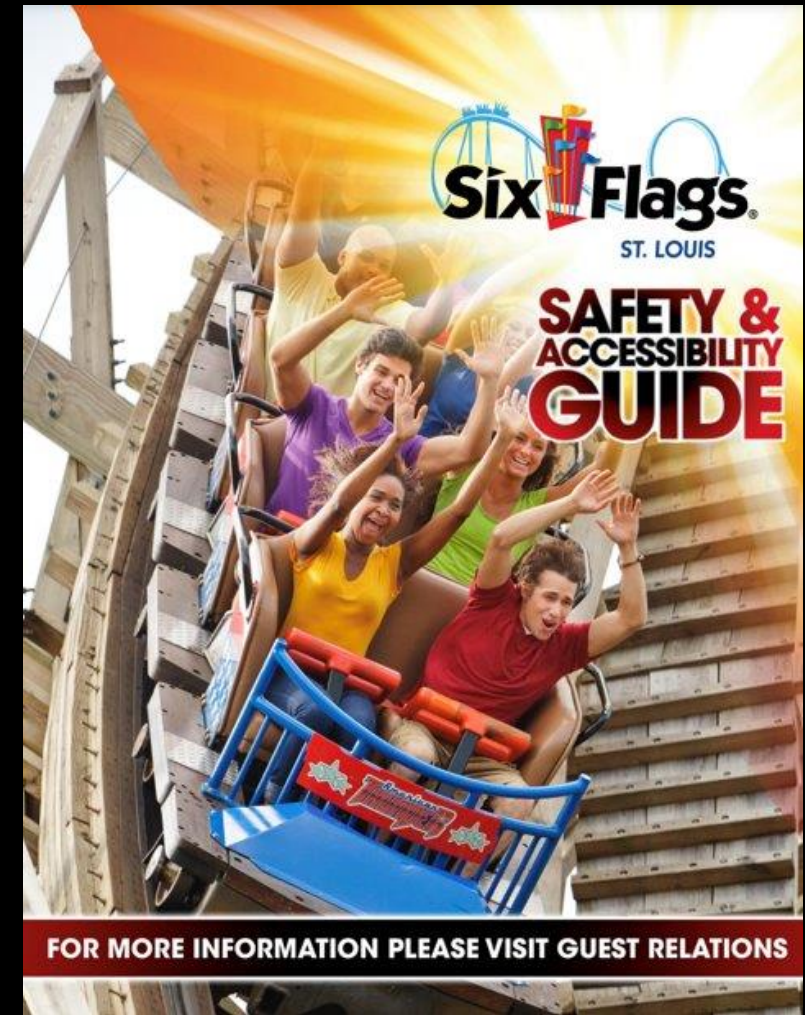
- First full week of October
- National Disability Awareness Month
- FODAC merchandise profit donation raised to 80%
- Extra events throughout the park
 - Character meet-and-greets
 - Daily concerts
- Children with disabilities invited to the park



Source: FODAC

Creating Awareness

- Posts on Six Flags social media
- Informational pamphlets around the park
 - Issues disabled people encounter
 - How FODAC helps
 - How Six Flags is increasing accessibility of park
- Page on Six Flags website



Source: Six Flags

Benefits

- Boost in brand awareness
- Positive media for Six Flags
- Financial support to FODAC
- Company morale builder



Source: FODAC

Costs

Type of Cost	Includes	Total
Cost of Goods Sold	<ul style="list-style-type: none">• Production of Merchandise• Donations• Employee wages	38.4%
One-Time Fixed Costs	<ul style="list-style-type: none">• Design of merchandise• Design of pamphlets	\$5,000
Annual Fixed Costs	<ul style="list-style-type: none">• Project Manager salary• Flags for Funds Week events• Advertising costs	\$1,959,500

Breakeven Calculations

Increase in Revenue:	\$3,000,000
COGS:	38.4%
Total Contribution Margin:	\$1,848,000
One-Time Fixed Costs:	\$5,000
Annual Fixed Costs:	\$1,959,500
Net Profit:	(\$116,500)
Cumulative Net Profit:	(\$116,500)

Partnership Breakeven

	Year 1	Year 2	Year 3	Year 4	Year 5
Increase in revenue	\$3,000,000	\$3,137,100	\$3,280,465	\$3,430,382	\$3,587,150
COGS	38.4%	38.4%	38.4%	38.4%	38.4%
Total Variable Costs	\$1,152,000	\$1,204,646	\$1,259,698	\$1,317,266	\$1,377,465
Total Contribution Margin	\$1,848,000	\$1,932,454	\$2,020,767	\$2,113,116	\$2,209,685
One-time Fixed Costs	\$5,000	-	-	-	-
Annual Fixed Costs	\$1,959,500	\$1,959,500	\$1,959,500	\$1,959,500	\$1,959,500
Total Fixed Costs	\$1,964,500	\$1,959,500	\$1,959,500	\$1,959,500	\$1,959,500
Net profit	(\$116,500)	(\$27,046)	\$61,267	\$153,616	\$250,185
Cumulative Net Profits	(\$116,500)	(\$143,546)	(\$82,279)	\$71,337	\$321,522

