



Group Leader Guide | Rules and Policies-2023

THANK YOU for your reservation! Please be advised that our group policies HAVE CHANGED. If you have booked group trips with us in the past, it is imperative that you read through this agreement.

Please make sure that you and all parents, teachers, and chaperones are aware of our policies and changes.

The group rate for the 2023 season is 27.95 plus NJ sales tax.* Children under 2 years are admitted free.**

Season Pass holders attending a group trip must present their Season Pass ID to gain admittance and should not be included in your head count.

Groups that are tax-exempt must submit their tax exemption form if not already in our files.

***"Under 2" is defined as follows: a child who has not yet celebrated their second birthday. Children 2 and up require a ticket.*

Ticketing

How do I acquire my group ticket?

- Schools and groups must order tickets in advance. A 10% deposit of the total sale of pre-purchased tickets is required upon reservation. Payment must be in the form of a school/business check (if pre-approved by our business office) or credit card via phone.
- Final headcount (including students, chaperones, staff members) AND remaining balance is due 10 business days prior to your scheduled trip.
- Tickets will be shipped to the group leader via USPS Priority Mail when final payment is received.

The school/group rate is valid for groups purchasing a minimum of 30 tickets. The group will receive one (1) free admission for every 10 paid admissions after the minimum of 30 tickets has been purchased. This discount will be reflected on the final invoice you receive from our business office final headcount is given.

It is up to you, the group leader, to decide if you wish to hand out the group tickets to individual chaperones/parents, or hold on to tickets until arrival. *We strongly suggest that chaperones/parents that plan to arrive separately have their group tickets prior to arriving at the park.* If you do not want them to have their group tickets ahead of time, you will be responsible for getting their tickets to them when they arrive. *We will not hold their group tickets(s) or name(s) at the door.*

What if a parent shows up last-minute or forgets their group ticket?

Guests who decide to attend the trip after tickets have already been purchased through the group leader must purchase general admission tickets at the door or online. Guests who forget their tickets or do not have pre-purchased group tickets will not be admitted to the park. If they wish to enter, they must pay general admission. No exceptions.

What if a parent or child is absent the day of the trip?

All sales are final and refunds will not be given for unused tickets or absent students/parents. Any pre-purchased group tickets that are unused for any reason may be given to the purchasing parent or chaperone and may upgrade the tickets to one-day general admission ticket to be used at the park any time. An upgrade fee will apply.

Payment

We now require a 10% deposit of the total sale of pre-purchased tickets to hold your desired date. You will receive your final balance when your final headcount is submitted to our office.

What are the accepted forms of payment for the deposit?

- We accept Visa, Mastercard, Discover, and American Express. (This is the easiest and recommended method).
- We also accept school/organization/business checks, made payable to Storybook Land. We do not accept personal checks.
- Tickets will be shipped to the group leader via USPS Priority Mail when final payment is received.

I paid my deposit and I have my final headcount ready. How do I pay for the rest of the trip?

- You may pay the remaining balance by mailing a school/business/organization check, using credit card via phone, or by using a purchase order issued by the Board of Education.
- **IMPORTANT!** If you are using a purchase order, we must have the purchase order 10 weeks prior to your trip to allow for processing. The purchase order will be signed and returned to the board so a check can be mailed to Storybook Land. Tickets will be shipped upon receipt of check.
- Additional guests that are added to the trip after payment has been received (or additional guests NOT included in a purchase order amount) must be submitted in advance and paid for in the form of credit card or school/business/organization check.
- Absolutely NO transactions or group ticket sales will be done on the day of the trip for last-minute additions. Last-minute guests will have to purchase their own general admission tickets at the gate or from www.storybookland.com

Group Arrival and Entering the Park

My trip is paid for and I now have my tickets. What happens when we arrive?

- If your group is traveling by bus: Your bus will be stopped and parked as directed by a parking lot attendant. The group will exit the bus and the Group Leader will meet with one of our group admissions attendants. Buses will then be parked in a bus parking lot. The bus parking lot is where you will board your bus at the conclusion of your visit. Groups may not board their bus in front of the Castle Entrance.
- If your group is traveling in cars (or, if you have parents arriving separately in cars): If you are traveling separately in cars, the group will not be admitted to the park until the Group Leader arrives with the tickets. Anyone traveling in cars will be directed to a waiting area. Parents waiting for their children on buses must remain in the waiting area until the child's school is brought to them. Please stress to anyone traveling in cars that they **MUST** arrive on time.

- If you wish to give out tickets prior to your trip, you may do so. Please stress that anyone without a pre-purchased group ticket will NOT be admitted.

What do I have to do when my group is ready to enter?

Group leaders are required to stay with the Admissions Attendant while the group is entering the park.

- If the group leader has given tickets to any individuals in advance of the trip, they may enter the park prior to the rest of the group's arrival.
- Guests whose tickets are with the group leader must wait until the leader arrives with the tickets. If the group leader has chosen to hold on to all tickets for the trip, they must have some way of identifying who has purchased a ticket through the school in advance.
- The group will then be counted into the park by a Group Admissions Attendant AND the group leader. The amount of guests counted into the park will be finalized and confirmed upon the count of tickets at Guest Services.

Any guests who have not arrived with the group will have to either contact the group leader or already have their ticket(s). The group leader is responsible for getting the unused ticket(s) to the purchasing guest for use at a later date.

Thank you for your cooperation!