

Disney Group Marketing

Legal Guidelines & The Key to Quick Approval

We are pleased to provide you with this information designed to guide you in the promotion of your upcoming meeting or event at the *Walt Disney World*[®] Resort. Please use these guidelines to assist you in developing and obtaining approval of your collateral materials for your event through the following media:

- **PRINTED COLLATERAL**
- **VIDEO PRESENTATIONS**
- **ELECTRONIC/WEBSITE**
- **SOCIAL MEDIA**

If you have any questions about the information provided, **please contact your Disney Representative** and they will be happy to assist you.

For all merchandise requests (T-shirts, pens, cups, etc.), please contact a **Barker Specialty** representative at 407-566-4000 or a **Halo/Lee Wayne** Representative at 407-425-9521.

Important! *All marketing collateral and advertising materials used in any media including, but not limited to, print, TV, radio, web, emails, blogs, tweets, and social networking sites must be reviewed and approved in writing by Disney prior to printing, distribution or posting (approval may be granted or withheld at Disney's sole discretion).*

Beyond the materials provided by Disney, no other Disney trademarks, script, images, logos or artwork depicting Disney scenes or characters may be used in your promotional/collateral materials. In addition, artwork or illustrations produced by a non-Disney-licensed artist that depict or suggest Disney scenes and/or logos are not permitted in association with any of your promotional/collateral materials.

The Disney materials may not be altered in any way. The Disney logos may not appear on the same page or plane with any other logo. The Disney materials may not be cut-outs, altered or used as a background. Art or copy may not run across the Disney materials in any way. Copyright Notice, ©Disney, must be printed beneath each Disney photograph, logo, artwork and map.

The materials you produce must clearly be a sales tool for your organization's event and may not appear as a Disney promotion or advertisement. Disney representation may occupy no more than 1/3 of the overall layout of your piece. Similarly, the name of your company must appear 2/3 larger than any Disney reference or material.

The Disney materials may not be prominently displayed with or near other resort/attraction photos, images or logos.

Disney Character Artwork or Illustrations may not be used in any form in your materials. This includes photographs and/or illustrations of Mickey Mouse and/or other characters, including but not limited to representations of Mickey Mouse's ears, hands, etc.

Collateral/Website Approval Process

- Prior to printing or publishing, you must obtain approval for your collateral piece. Once you have created a sample of your collateral, please send a low resolution PDF to your Disney Representative for review and approval. For websites, simply send the link prior to publishing. Please allow **seven (7) business days** for review and approval of your materials. Approval may be withheld at Disney's sole discretion.
- Promotional/collateral materials may not be used unless you obtain prior written approval from your Disney contact. In the event that you do not receive a response from Disney to your approval request, your requested materials will be deemed not approved.
- Any submitted materials not approved must be resubmitted for final written approval prior to publication or distribution.
- Printing of materials may begin upon receipt of written approval from your Disney contact.
- ***Important! For your protection and to maintain the maximum impact for your event, approvals are for a single use unless otherwise specified in our written approval. In no event shall the approved materials be used following the date of the promoted meeting/event at the Walt Disney World® Resort.***
- Disney Photographs, Images and Logos may not appear on the Internet or on a website by a non-Disney entity without the written permission of Walt Disney Parks and Resorts.
- Except for use of the Disney materials, you should not use the name "DISNEY" (either alone, in conjunction with or as a part of any other work or name) any picture of the *Walt Disney World*® Resort or any fanciful character, design, logo, trademark, tradename, copyrighted work or symbol of The Walt Disney Company, or any of its related or affiliated companies, to express or imply any endorsement by us of your company, product, services or of your promotional/collateral materials.

Social Media

- Do not use images provided by Disney (photography, logos, icons, trademarks, artwork or other creative materials) on any social media/networking sites at any time with the exception of blogs which fall under the same rules & regulations as your company website.
- Links from social networking sites to Disney web sites or Disney social networking pages may be permitted but are subject to Disney's prior review and approval.

In the event of a conflict between the terms and conditions of your agreement governing your meeting at the Walt Disney World® Resort and these guidelines, the terms and conditions of your agreement shall prevail.

Trademark & Nomenclature Usage Guidelines

In all collateral material, including websites, certain Disney trademarks need to be distinguishable from surrounding copy. Please “off-set” the trademarks listed below from other copy by using either all capital letters or using initial caps with italics, boldface type, quotes around the mark or a different color.

Off-set these trademarks on every use:

Walt Disney World[®] Resort

Magic Kingdom[®] Park

Epcot[®]

Disney's Hollywood Studios[™]

Disney's Animal Kingdom[®] Theme Park

DisneyQuest[®] Indoor Interactive Theme Park

ESPN Wide World of Sports Complex

Downtown Disney[®] Area

Downtown Disney[®] Marketplace

Downtown Disney[®] Pleasure Island

Downtown Disney[®] West Side

Disney Cruise Line[®] Services (or another noun)

Disney Wonder[®] Cruise Ship

Disney Magic[®] Cruise Ship

Disney's BoardWalk Entertainment District

Disney Golf Course names, e.g.:

(*Disney's Magnolia* Golf Course)

Ticket names (*Park Hopper*[®] Option)

Disney's Magic Your Way Ticket

Disney's Blizzard Beach Water Park

Disney's Typhoon Lagoon Water Park

Disney's Magical Express Transportation

Extra Magic Hours Benefit

Disney's BoardWalk Resort

Disney's Contemporary Resort

Disney's Coronado Springs Resort

Disney's Grand Floridian Resort & Spa

Disney's Yacht & Beach Club Resorts

Use initial caps for every use for the following:

Area/Land Names (e.g., Tomorrowland)

Attraction Names (e.g., Space Mountain)

Restaurant names (e.g., California Grill)

Package and Plan names (e.g., Dream Maker Package)

Recreational Facilities

Show and Parade Names

Important! Include a superscript registration/trademark symbol for registered trademarks (as indicated herein) for every use.