REFERENCE GUIDE

Disney EARMARKED℠ PROGRAM

Tools
Resources
Magic
And More

WELCOME

Being part of **Disney EarMarked**℠ Program is a tribute to your knowledge of the Disney product and the value your agency provides to your clients. Throughout this helpful online reference guide, you'll discover the advantages and benefits your agency could enjoy as an **Authorized Disney Vacation Planner**. Just click on the links as you page through and have fun exploring!

Be sure to use all the tools and resources available through **Disney EarMarked** Program to help you grow your business.

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Disney EarMarked℠ Program offers you valuable sales and marketing support, exclusive training and educational opportunities, the special agency designation of **Authorized Disney Vacation Planner** and the opportunity to earn rewards based upon your sales of Disney vacations.

By recognizing agencies through four levels: *EarMarked Bronze*, *EarMarked Silver*, *EarMarked Gold* and *EarMarked Platinum*, we can provide your agency with specialized services, tools and relevant interaction with Disney.

Your agency will be recognized for your efforts in benefit areas, including:

- **Sales Support:** District Sales Manager-led business development consultations
- **Delegate Invitations:** *Disney EarMarked* Conference
- **Ticket Allocation:** Complimentary Theme Park admission
- **Increased Limit:** Special Travel Agent rate for product knowledge/experience

See Program Benefits and Allotments Chart on page 4

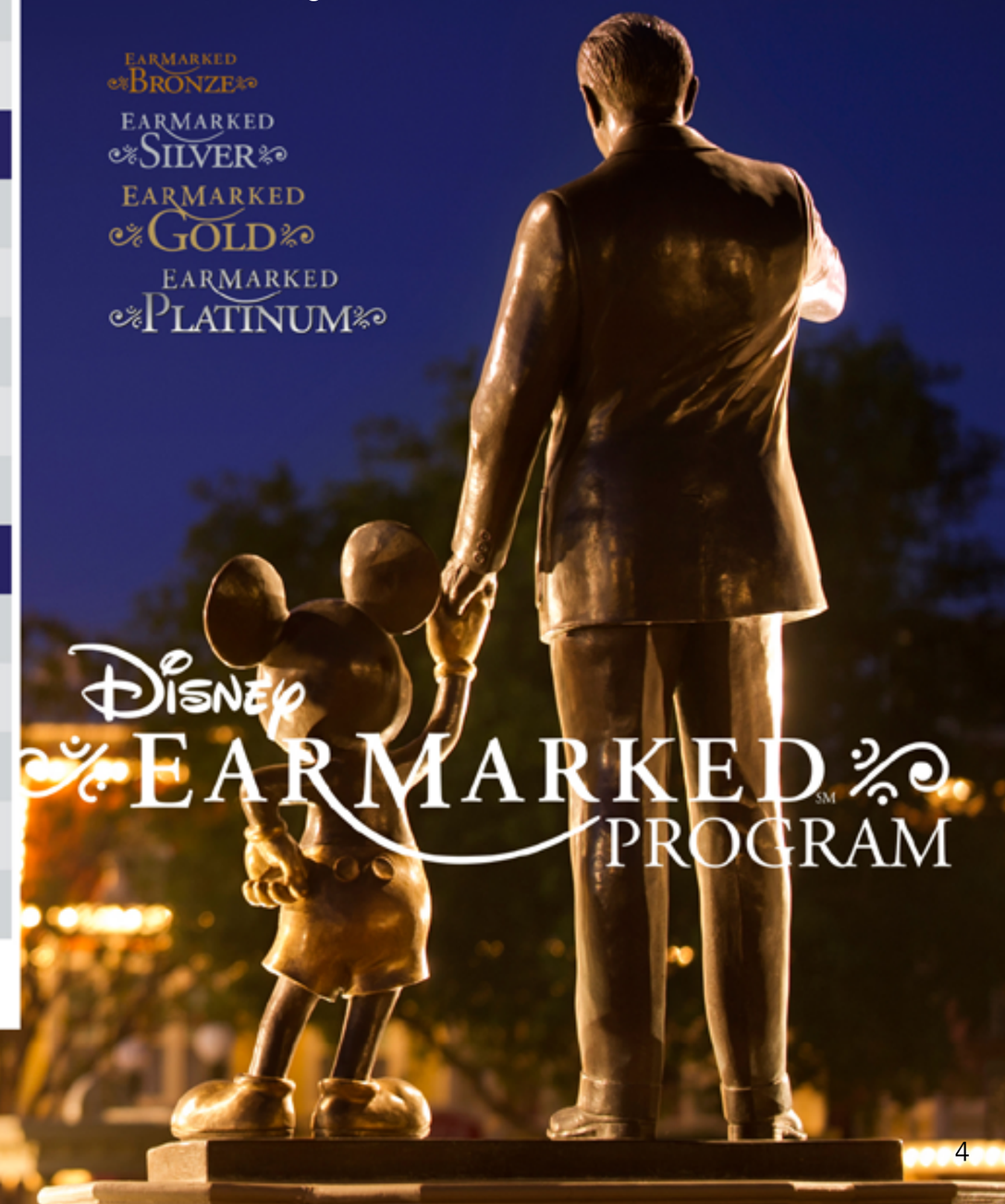
Program Benefits and Allotments

This chart outlines the Program benefits and allotments for the four **EarMarked Levels** of recognition:

Sales Support	EarMarked Bronze	EarMarked Silver	EarMarked Gold	EarMarked Platinum
District Sales Manager Business Development Consultations	4	6	8	10
Special Phone Line: **1-877-569-3276**	●	●	●	●
Training and Educational Opportunities				
Disney EarMarked Conference	1 Invitation	2 Invitations	3 Invitations	4 Invitations
Exclusive Recognition Opportunities				●
On-Site Training *(Agent Education Program)*	●	●	●	●
Complimentary Theme Park Passes* *Please see Agency Owner/Manager for details*	●	●	●	●
Special Travel Agent Rate *(per Agent, per Destination)*	2	3	4	5
Marketing Support				
Use of *Authorized Disney Vacation Planner* Logo	●	●	●	●
Creative Resources/Customized Tools	●	●	●	●
Special **disneytravelagents.com** Section		●	●	●
Special Communication	●	●	●	●
Opportunity to participate in *Authorized Disney Vacation Planner* Locator	●	●	●	●

*Available for Travel Agent and their Guest (Agent must accompany Guest).
Benefits are subject to all provisions of the Travel Agency Designation Agreement and are subject to change without notice, except as may be restricted by the Travel Agency Designation Agreement. If there is any conflict between this brochure and the Travel Agency Designation Agreement, the Travel Agency Designation Agreement shall control.

EarMarked Bronze
EarMarked Silver
EarMarked Gold
EarMarked Platinum



Your *District Sales Manager* is always there for you and inside sales support is just one click or phone call away. And each **EarMarked Level** provides increased opportunities for business development consultations.

For Disney Destinations questions, call **800-939-8265** or email the sales support team in Florida or California.

QUICK LINKS

WDPR.FL.Inside.Sales@disney.com
DLR.Inside.Sales.CA-DLR@disney.com

District Sales Manager Business Development Consultations			
EarMarked Bronze	EarMarked Silver	EarMarked Gold	EarMarked Platinum
4	6	8	10

ONLINE BOOKING

Our online booking helps you save time when planning your client's next Disney vacation by allowing you to get a quote, make a booking, retrieve a reservation and more. And the process is simple.
Just choose the destination—**Disneyland**® Resort, **Walt Disney World**® Resort, **Disney Cruise Line** or **Aulani**, A Disney Resort & Spa—then select your client's travel dates and party mix.

QUICK LINK
Online Booking

Ships' Registry: The Bahamas

TRAINING & EDUCATION

Ships' Registry: The Bahamas

The more Disney knowledge you have, the better you will be able to serve your clients and help them enjoy an exceptional vacation experience that will have them coming back for more.

Online Training

Online courses and tutorials plus live and recorded webinars are available for each Disney Destination.

College of Disney Knowledge is the source for online courses and information about on-site Agent Education Programs that will keep you up to date on the Disney Destinations vacation portfolio. College of Disney Knowledge courses are the first step in formal Disney training for travel professionals who consult and sell Disney Destinations products.

QUICK LINK
Get more details

TRAINING & EDUCATION

On-Site Training

Exclusive **Disney EarMarked**℠ Program On-Site Agent Education Programs are available to help agents develop sales skills and techniques while experiencing the Disney Destinations.

Participating agents can take advantage of complimentary and discounted Theme Park tickets and discounted rooms at select *Disney Resort* hotels (based on availability). Each **EarMarked Level** is allotted a certain number of Theme Park tickets and increased limits for Special Travel Agent Rates*.

QUICK LINK

Order tickets and learn about special Travel Agent Rates

*Special Travel Agent Rate is for each Disney destination and per agent.

Special Travel Agent Rates			
EarMarked Bronze	EarMarked Silver	EarMarked Gold	EarMarked Platinum
2	3	4	5
Complimentary Theme Park Passes** *Please see Agency Owner/Manager for details*			
•	•	•	•

**Available for Travel Agent and their Guest (Agent must accompany Guest).

Disney EarMarked℠ Conference

This must-attend event includes:

- Keynote addresses and talks by nationally known speakers, industry professionals and Disney executives
- Breakout sessions on timely topics
- A chance to connect with your Disney Sales and Marketing team
- A look at what's new and what's next at Disney Destinations

Stay tuned to receive your invitation to register (fees apply). Each **EarMarked Level** will receive a specific number of invitations to the Conference.

Disney EarMarked Conference Invitations			
EarMarked Bronze	EarMarked Silver	EarMarked Gold	EarMarked Platinum
1	2	3	4

MARKETING SUPPORT

As a member of **Disney EarMarked**℠ Program, you have access to creative tools and tactics that capture the magic and help communicate all the excitement to your clients. Disneytravelagents.com is your resource for Disney Parks news and vacation booking, training opportunities, marketing tools and more.

QUICK LINK

To view the complete Marketing Guidelines, please visit Disneycopyright.com

Communicating With Your Clients

Communicating with your clients on a consistent basis is extremely important. So is how you communicate with them. With the tools below, you can post approved photos, share videos and more on your pages and profiles to help ensure you're providing the most recent and relevant Disney vacation information.

Communication Tools

Disney Content Connection
Offers preapproved website content, hosted and updated by Disney, to integrate into your site.

Disney Print Connection
Customize and personalize direct mail pieces for multiple Disney destinations.

Disneycopyright.com
Download a variety of preapproved creative assets.

Disney eBrochure Express
Tailor your online marketing materials.

Disney Online Post Office
Access a library of email templates featuring targeted sales messages.

Disney Collateral Store
Order the latest Disney marketing materials such as brochures, posters and more.

Communication Options

Disney Travel Professionals Facebook Page
It's the centralized hub for the latest news regarding all five Disney destinations.

Disney Travel Professionals Pinterest Page
It's the centralized hub for the latest news regarding all five Disney destinations.

Disney Travel Professionals YouTube Channel
Share videos created by Disney from the *Disney Travel Professionals* YouTube Channel.

QUICK LINK

To view the complete Marketing Guidelines, please visit Disneycopyright.com

The *Authorized Disney Vacation Planner* logo is a symbol of your magical Disney vacation planner status and only members of **Disney EarMarked**SM Program can use it.

Designation Campaign

Your *Authorized Disney Vacation Planner* Designation Campaign is available at disneycopyright.com, Disney Print Connection and Disney Collateral Store.

Authorized Disney Vacation Planner Locator

Select travel agencies can participate in the *Authorized Disney Vacation Planner* Locator, included in *Adventures by Disney*® email campaigns.

MARKETING SUPPORT

Please mind these important "do's" and "don'ts."

*Do not alter the **Authorized Disney Vacation Planner** logo in any way.*

AnyCity Travel
1234 Main Street
Anytown, USA
866-555-5555

Do not place the logo directly next to your agency name or the name or logo of any other organization.

AnyCity Travel
We Specialize in Disney Vacations

Disney script font cannot be used by anyone other than Disney.

Authorized Disney Vacation Planner Logo Usage

The Do's

DO prominently display the logo in your Travel Agency office.

DO use the Approved Press Release posted here to announce your *Authorized Disney Vacation Planner* designation in your local newspapers, your Travel Agency's newsletter and travel trade publications if you are new to the Program. No modifications are permitted.

DO include the logo in marketing, advertising and promotional materials developed by the Travel Agency to promote Disney vacations in accordance with these Guidelines and the Agreement.

DO set the Disney ad apart from other ads.

DO make your Travel Agency name or logo appear significantly larger than the *Authorized Disney Vacation Planner* logo. Clearly indicate that it is your agency (NOT Disney) offering a Disney vacation and clearly identify your agency in the call to action.

The Don'ts

DO NOT represent or imply that you are an agent of The Walt Disney Company or its affiliates, or authorized to act on behalf of Disney.

DO NOT use the designation or logo in its creative form or in plain text in any manner as to lead a consumer to believe that you and The Walt Disney Company or any of its subsidiary or other affiliated or related companies are one and the same or that you are part of said companies or as to imply or state an exclusive relationship or an endorsement by The Walt Disney Company or any of its subsidiary or other affiliated or related companies.

DO NOT alter the *Authorized Disney Vacation Planner* designation and logo in any way. The designation and logo may only appear in a black and white format or in the specific PMS colors provided to you.

DO NOT place the logo directly next to your agency name, logo or symbol or directly next to the name, logo or symbol of another company or organization. They must be positioned in distinctly separate areas in your Travel Agency office and in your collateral/advertising layout.

DO NOT use the designation or logo (1) in any manner other than to promote Disney products offered by Disney or (2) to promote products or services other than Disney products such as including it generally on a website that promotes other products and services.

DO NOT use the *Authorized Disney Vacation Planner* designation or logo on:

- Travel Agent/Travel Agency business cards, letterhead and stationery items
- Any outdoor advertising other than billboards
- Any location visible to the public at home-based agency locations

These Guidelines are issued by Disney Destinations, LLC and Walt Disney Travel Company (together, "Disney") for Travel Agencies entitled to use the *Authorized Disney Vacation Planner* designation and logo pursuant to agreements entered into with Disney. These Guidelines are intended to address some commonly asked questions and issues concerning the use of this designation and logo and are for informational purposes only. These Guidelines are not a definitive list of all guidelines and policies regarding use of this designation and logo. All proposed uses are subject to Disney approval at its sole discretion.

Any advertising or production costs incurred in connection with your use of this designation and logo will be your sole responsibility (unless you have entered into a written co-op marketing agreement with Disney that provides otherwise).

In the event of any conflict between the terms and conditions of these Guidelines and the written agreement entered into with Disney concerning your use of the *Authorized Disney Vacation Planner* designation and logo, the terms and conditions of that agreement with Disney will prevail. Of course, you will need to comply with all of your obligations under that agreement with Disney in addition to these Guidelines. Nothing in these Guidelines shall in any way limit any of your obligations under that agreement with Disney.

MARKETING SUPPORT

Always use Disney produced marketing materials to ensure legal and brand requirements for promoting the offer are met.

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

*Disney Participant Companies are companies, which have been granted, by Disney, certain sponsorship and promotional rights in certain product/service categories. Your Disney District Sales Manager can advise you on this issue.

All Marketing Collateral and Advertising Materials

The Do's

DO use Disney produced marketing materials for special offers to ensure legal and brand requirements for promoting the offer are met.

DO use preapproved special offer assets.

DO clearly indicate that your Travel Agency (not Disney) is offering a Disney vacation and that the consumer should contact your agency to book. Make your agency name significantly larger than the Disney name, place your phone number and address directly under your agency name and/or graphically separate your agency information from the ad copy.

DO position Disney logos in separate areas of the layout—they cannot be placed directly next to any agency's logo or symbol.

DO make your company name/logo significantly larger than the Disney name(s)/logo(s). The Disney name(s)/logo(s) should not exceed 75% of your company logo in size.

DO abide by logo and nomenclature rules throughout all brochure pages, point of sale, web pages, emails and direct mail materials.

DO include ships' registry in all **Disney Cruise Line** collateral/advertising in standard type as follows: **Ships' Registry: The Bahamas**

DO include the following copyright notice on all collateral/advertising created by you that incorporate Disney assets: **As to Disney artwork, logos and properties: ©Disney**

The Don'ts

DO NOT advertise expired promotions.

DO NOT remove any information from any Disney produced ad to make a smaller ad.

DO NOT give the impression that your collateral/advertising materials are Disney pieces or Disney websites or that your Travel Agency is associated with Disney. Clearly identify that your Travel Agency is offering the products and services.

DO NOT use terms that imply an endorsement by Disney or any special relationship with Disney.

DO NOT refer to non-Disney tickets, theme parks, attractions, resorts or vacation packages within Disney copy. Copy must refer only to Disney tickets, attractions, vacation packages, Theme Parks and Resort hotels.

DO NOT feature companies that are offering products/services that are in competition with products/services of a Disney Participant* company in close proximity to Disney products/services within collateral or advertising.

DO NOT use images provided by Disney on any social media/networking sites at any time with the exception of blogs which fall under the same rules and regulations as your company website.

DO NOT place Disney logos/artwork in a way that associates it with any non-Disney imagery.

DO NOT use the name "Disney," either alone or in conjunction with or as a part of any other word, mark or name or any marks of The Walt Disney Company or any of its related, affiliated or subsidiary companies as a part of your domain name or a domain name that redirects Internet users to your website.

Specific Types of Materials

Print Media and Websites

- Use copy points and/or suggested copy provided by Disney and include no more than two Disney logos on one ad, web page, flyer, etc.
- Links from social networking sites to Disney websites or Disney social networking pages may be permitted but are subject to Disney prior review and approval.
- Disney logo must be equal to, but not greater than, the size of non-Disney logos, and not adjacent to the logos of non-Disney vacation destinations.
- When advertising multiple vacation destinations in a Travel Agency ad, include Disney in its own separate section and make it equal in size, prominence and/or location on the page as the non-Disney vacation destinations.

Disney Character Usage Guidelines

Visit disneycopyright.com for a complete guide.

Photography Guidelines

- You must use only Disney supplied photography to promote a Disney product or service.
- Personal photography or service may NOT be used under any circumstances.
- Photography must be reproduced in its original format, without any retouching or modifications.
- The copyright symbol "©Disney" must be placed beneath each photograph. If the entire page or brochure is dedicated to a Disney product or service, the "©Disney" copyright may be inserted just once at the bottom of the pages. In both cases, it must be legible and printed in standard type with a minimum point size of 4.

Social Media Guidelines

Click here for the official source for news on products, offers and more for all Disney destinations.
You may use the Facebook function "Share" for any content posted on this page.

You may share videos created by Disney from the Disney Travel Professionals YouTube Channel by embedding them in your site or linking to videos found here.

You may re-pin content from the official Disney Travel Professionals Pinterest page.

You can re-tweet content from any **official Disney Twitter** account, such as @WaltDisneyWorld.
You may also include consumer-facing hashtags such as #DisneyCruiseLine or #CarsLand.

There are limitations to how you can leverage Disney materials and assets and what sites you can place them on. Disney assets can be used on the above social media sites and approved usage varies by site. Outside of sharing content, Disney assets should not be posted/uploaded directly to any social media site unless preapproved. Visit disneycopyright.com for a current guide to social media execution.

MARKETING TIPS

- When the *Authorized Disney Vacation Planner* logo (located on your Disney Destinations website page) is clicked, showcase your distinction with information on "Why book with an *Authorized Disney Vacation Planner*."
- Invitation postcards are available for you to invite clients to a Disney event you are hosting.
- The ads on disneycopyright.com match the promotion being offered on television, online and many other consumer marketing outlets. Always use Disney product marketing materials to ensure legal and brand requirements for promoting the offer are met.
- Prominently display campaign elements in your office to generate client interest and discussion about your knowledge of Disney vacations.
- If your client is interested in an Alaskan cruise, why show them the Caribbean itineraries? That's the kind of marketing you'll achieve with Disney eBrochures.
- Disney Online Post Office allows agents to quickly send a customized email to clients interested in a Disney vacation. Most of these emails even contain links to extended content like special offer websites, virtual tours or Disney eBrochures.
- Disney Collateral Store is a great place to pick up materials for trade shows and special event days.
- Booking online is fastest, but if you need to call, dial **1-877-569-3276**, enter your IATA number and select the Disney Destination of your choice.

TrackIt Checklist

Sales Support

- ◯ Use the Admin Tool on disneytravelagents.com (agency owners are required to do this) to ensure the appropriate agents are linked to your agency ID. Using this tool gives your agents the ability to receive **Disney EarMarked**℠ benefits and discounted tickets as well as on-site and online training.
- ◯ Develop strategies with your Disney District Sales Manager to maximize increased bookings to all Disney destinations as outlined in the Travel Agency Designation Agreement.

Training and Education

- ◯ Provide agents with the knowledge and training to be successful in selling Disney vacations by having all agents become College of Disney Knowledge graduates.
- ◯ Leverage the complimentary Theme Park Pass Program to help staff familiarize themselves with *Walt Disney World*® Resort and *Disneyland*® Resort product.

Marketing

- ◯ Plan and use your rewards to support marketing campaigns. Add a "value add," or an agent incentive to drive business.

Develop four marketing promotions per year:

- ◯ 1st Quarter
- ◯ 2nd Quarter
- ◯ 3rd Quarter
- ◯ 4th Quarter
- ◯ Instruct agents to recommend a Disney vacation when client inquires about a family vacation.
- ◯ Display your *Authorized Disney Vacation Planner* office décor.
- ◯ Host Disney website content on your agency site.
- ◯ Give Disney point-of-purchase displays preferred positioning.

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We look forward to working together.
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