

# REFERENCE GUIDE

AN OVERVIEW OF THE TOOLS AND RESOURCES AVAILABLE FOR  
AUTHORIZED *Disney Vacation Planners*

## Disney's EARMARKED<sup>SM</sup> PROGRAM



Disneyland  
RESORT

Walt Disney World

Disney Cruise Line

ADVENTURES<sup>SM</sup>  
BY Disney

AULANI  
A Disney Resort in Hawai'i

Being part of *Disney's EarMarked<sup>SM</sup>* Program is a tribute to your knowledge of the Disney product and the value your agency provides to your clients. This reference guide highlights the advantages and benefits your agency could enjoy as being an *Authorized Disney Vacation Planner*. You'll discover this designation for your agency provides a real differentiation when booking your clients' Disney vacations.

Don't miss out on using all the tools and resources available through *Disney's EarMarked* Program to help you grow your business.

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# We're going to a whole new level.

Four levels of recognition  
in Disney's EarMarked Program:  
**Bronze, Silver, Gold and Platinum.**

The chart below outlines all the Program benefits and the allotments for the four levels of Recognition:

 Benefits					
 Sales Support					
District Sales Manager Business Development Consultations*		4	6	8	10
Special Phone Line		✓	✓	✓	✓
 Training and Educational Opportunities					
Disney's EarMarked Conference		1 Invitation	2 Invitations	3 Invitations	4 Invitations
Exclusive Recognition Opportunities*		—	—	—	✓
On-Site Training (Agent Education Program)		✓	✓	✓	✓
Complimentary Theme Park Passes*		10	15	20 **	25 **
Special Travel Agent Rate* (Higher Annual Limits per Agent, per Destination)		2	3	4	5
 Disney's EarMarked Rewards					
Points-Based Program Participation		✓	✓	✓	✓
 Marketing Support					
Use of Authorized Disney Vacation Planner Logo		✓	✓	✓	✓
Creative Resources / Customized Tools (Disney eBrochure Express, Disney Content Connection, Disney Online Post Office, Disney Print Connection, Disney Collateral Store, Disneycopyright.com)		✓	✓	✓	✓
Special <a href="http://disneytravelagents.com">disneytravelagents.com</a> Section		✓	✓	✓	✓
Specialized Communication		✓	✓	✓	✓
Authorized Disney Vacation Planner Locator (Included in select Adventures by Disney® emails)		✓	✓	✓	✓

\*New or modified benefit

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

Benefits are subject to all provisions of 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.



## Sales Support

Your District Sales Manager is always there for you and inside sales support is just one click or phone call away. When it comes to increasing sales, we're all ears!



## Track It!

□ Develop strategies with Disney District Sales Manager to maximize increased bookings to all Disney Destinations, as outlined in the Travel Agency Designation Agreement.

### Disney District Sales Manager

Your District Sales Manager is ready to help you in every way possible. Whether you need additional materials, product details, planning assistance or help in developing marketing plans, your District Sales Manager is just one phone call away.

Each Recognition Level provides increased opportunities for business development consultations.

**The EarMarked Bronze level provides 4; EarMarked Silver 6; EarMarked Gold 8; and EarMarked Platinum 10.** See the chart on Page 3 and locate your agency's Recognition Level.

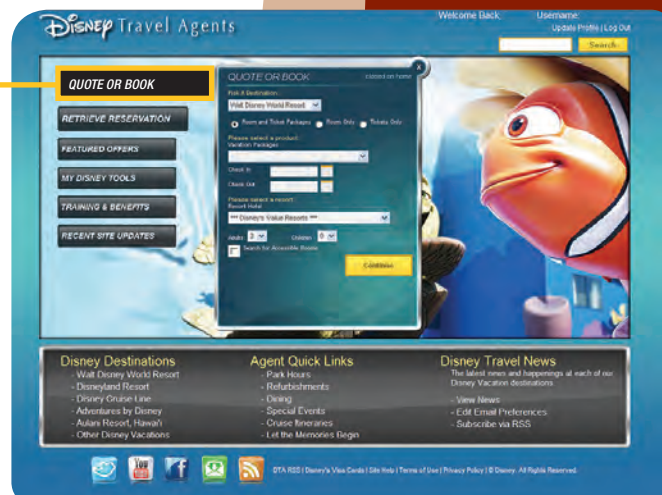
### Inside Sales Support

Disney's EarMarked<sup>SM</sup> Program offers direct access call support for Disney Destinations questions at **800-939-8265**. Or, contact the sales support team via email (for Florida) at [WDPR.FL.Inside.Sales@disney.com](mailto:WDPR.FL.Inside.Sales@disney.com) and (for California) at [DLR.Inside.Sales.CA-DLR@disney.com](mailto:DLR.Inside.Sales.CA-DLR@disney.com).

### Booking Online

Always available at your fingertips, use our booking tool to save time when planning your clients' next Disney vacation. The process is simple. First, select the destination: *Disneyland® Resort*, *Walt Disney World® Resort*, *Disney Cruise Line* or *Aulani, A Disney Resort & Spa*. Then, select your clients' travel dates and party mix.

- Get a quote or make a booking for *Disney Resort* packages, rooms, Theme Park tickets and cruises with just a few clicks.
- Add air, ground transportation and insurance.
- Retrieve most online or offline reservations to add payments or cancel.
- Receive a guest copy and an agent copy confirmation via email.
- Book shore excursions, dining at *Palo*, *Remy* and spa treatments in advance when booking *Disney Cruise Line* (full payments and birth dates required). The *Disney Cruise Line* booking tool even allows you to make changes to your clients' cruise reservation online.

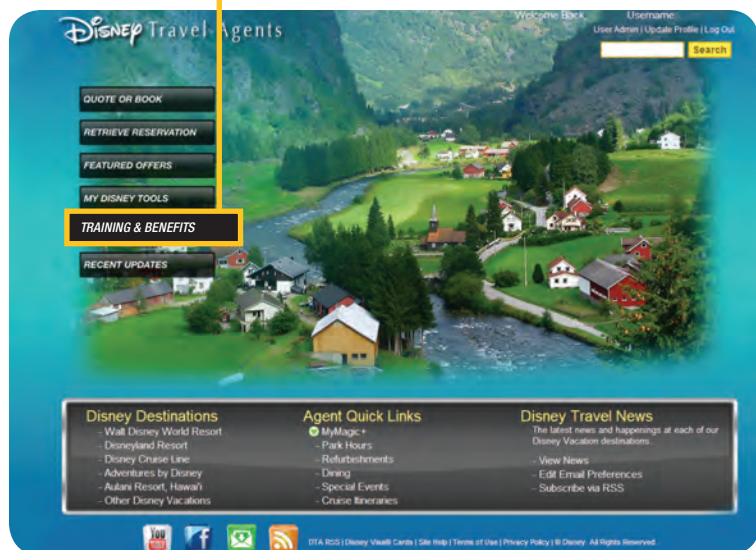


©Disney/Pixar



# Training and Educational Opportunities

Information and knowledge are key to growing your business. That's why we are committed to providing high-quality educational opportunities. The more knowledge of Disney Destinations that 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, tutorials, live and recorded webinars are available for each Disney Destination: Disneyland® Resort, Walt Disney World® Resort, Disney Cruise Line, Adventures by Disney® and Aulani, A Disney Resort & Spa. Visit [disneytravelagents.com](http://disneytravelagents.com) to learn about current programs and to register.

[disneytravelagents.com](http://disneytravelagents.com) >> [Training & Benefits](#) >> [Disney Destinations Genius](#)

## College of Disney Knowledge



The College of Disney Knowledge courses are the first step in formal Disney training for travel professionals who consult and sell Disney Destinations products. A portion of this curriculum is also a prerequisite for higher-level on-site training opportunities and Disney Destinations Genius Courses.

[disneytravelagents.com](http://disneytravelagents.com) >> [Training & Benefits](#) >> [Disney Destinations Genius](#)

## Disney Destinations Genius

Disney Destinations Genius 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.

- ☐ Chart your course to success through a custom Learning Plan designed just for you.
- ☐ Browse course descriptions and schedules.
- ☐ View your learning history.
- ☐ Request benefits.
- ☐ Access online training courses.
- ☐ View the schedule of on-site programs.

[disneytravelagents.com](http://disneytravelagents.com) >> [Training & Benefits](#) >> [Disney Destinations Genius](#)

## On-Site Training

In addition to online training, exclusive Disney's EarMarked<sup>SM</sup> Program On-site Agent Education Programs are available to help agents develop sales skills and techniques while experiencing select Disney Destinations products firsthand. Plus, each year participating agents get a chance to experience the magic of Walt Disney World Resort or Disneyland® Resort with complimentary and discounted Theme Park admissions and discounted rooms at Disney Resort hotels (based on availability). Each EarMarked Level is allotted a certain amount of Theme Park Passes and increased limits for Special Travel Agent Rate\*.

### EarMarked Bronze:

10 Complimentary Theme Park Passes; 2 Special Travel Agent Rate

### EarMarked Silver:

15 Complimentary Theme Park Passes; 3 Special Travel Agent Rate

### EarMarked Gold:

20 Complimentary Theme Park Passes; 4 Special Travel Agent Rate

### EarMarked Platinum:

25 Complimentary Theme Park Passes; 5 Special Travel Agent Rate

\*Special Travel Agent Rate is for each Disney Destination and per Agent.

For more details, visit [disneytravelagents.com](http://disneytravelagents.com) and click on the Training & Benefits tab. New programs are often added, so check back regularly.

[disneytravelagents.com](http://disneytravelagents.com) >> [Training & Benefits](#) >> [Disney Destinations Genius](#)

To order tickets and learn about Special Travel Agent Rate, visit:

[disneytravelagents.com](http://disneytravelagents.com) >> [Training & Benefits](#) >> [Agent Benefits](#)





## Meet the Rest of the Best

Disney's EarMarked<sup>SM</sup> Conference is the must-attend event of the year. Highlights include:

- ❑ Keynote addresses and talks by nationally known speakers, industry professionals and Disney executives.
- ❑ Breakout sessions on a variety of timely topics, designed to enhance and build your business and professional skills.
- ❑ A chance to meet and connect with your Disney Sales and Marketing team.

And, attendees are among the first to hear what's new and what's next at Disney Destinations. Stay tuned to receive your invitation to register (Conference fees apply). Each EarMarked Level will receive a specific number of invitations to the Conference.

### EarMarked Bronze:

1 Disney's EarMarked Conference Invitation

### EarMarked Silver:

2 Disney's EarMarked Conference Invitations

### EarMarked Gold:

3 Disney's EarMarked Conference Invitations

### EarMarked Platinum:

4 Disney's EarMarked Conference Invitations

(Also, exclusive recognition opportunity for Platinum level.)



## Track It!

❑ 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 or Disneyland® Resort product.

See chart on page 3 to locate agency Recognition Levels.





## Marketing Support

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

**TIP:** To access these valuable resources, become a registered Agent on **disneytravelagents.com**.



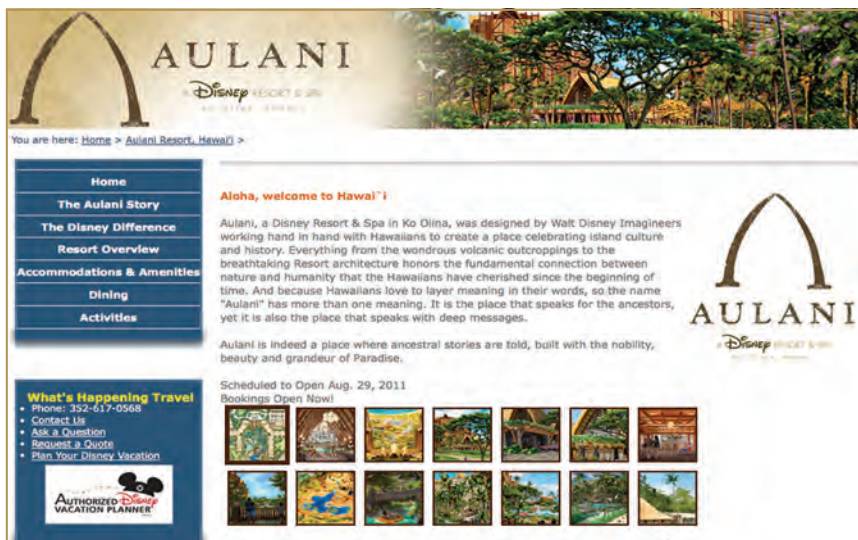
## Disney Content Connection

Allows your agency to integrate preapproved Disney Destinations content and product information into your site, including:

- Customized contact information for your agency including the ability to upload agency header and logo and the option to select between different templates and color schemes
- Continuously updated content to showcase the latest special offers

**TIP:** When the **Authorized Disney Vacation Planner** logo, located on each Disney Destination page, is clicked, your designation is showcased with information on "Why book with an Authorized Disney Vacation Planner."

[disneytravelagents.com](#) >> [My Disney Tools](#) >> [Disney Content Connection](#)



## Disney Print Connection

Customize and personalize direct mail pieces, such as postcards, self-mailers and fliers, for multiple Disney Destinations.

- Identify your agency by easily uploading your logo and customizing your piece
- Your agency call-to-action is automatically printed on each piece

**TIP:** Invitation postcards are available for you to invite clients to a Disney event you are hosting.

[disneytravelagents.com](#) >> [My Disney Tools](#) >> [Disney Print Connection](#)



Examples of the types of assets, materials and collateral available. Benefits subject to change without notice.

Show Your Designation – The Authorized Disney Vacation Planner logo is a symbol of your designation as a magical Disney vacation planner. Only members of Disney's EarMarked<sup>SM</sup> Program can use the logo. Display it proudly in your agency, and in approved advertising and collateral materials.



## Disneycopyright.com

Offers the ability to download a variety of preapproved creative assets, such as ad shells customized with the Authorized Disney Vacation Planner logo, web art and banners. You can also preview radio and TV spots available for broadcast use. Make sure to check back frequently for new creative assets.

**TIP:** The ads on disneycopyright.com match the promotion being offered on television, online, and many other consumer marketing outlets. Always use Disney produced marketing materials to ensure legal and brand requirements for promoting the offer are met.

[disneytravelagents.com](http://disneytravelagents.com) >> [My Disney Tools](#) >> [Disneycopyright.com](http://Disneycopyright.com)



Your Authorized Disney Vacation Planner Designation Campaign – including ads (in multiple sizes), fliers, postcards, desktop banners, online banners and window graphics – is available at [disneycopyright.com](http://disneycopyright.com), Disney Print Connection and Disney Collateral Store.

**TIP:** Prominently display campaign elements in your office to generate client interest and discussion about your knowledge of Disney vacations.

[disneytravelagents.com](http://disneytravelagents.com) >> [My Disney Tools](#)



## Track It!

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 of Authorized Disney Vacation Planner office décor

☐ Disney website content hosted on agency site

☐ Preferred positioning of Disney point-of-purchase displays





## Marketing Support (continued)

Not only is communicating with your clients on a consistent basis important, but how you communicate with them can mean the difference between a missed opportunity and a successful close to a sale. **Disneytravelagents.com** offers a variety of opportunities to customize your communications and attract new business with all the latest up-to-date information.

### Disney eBrochure Express

Disney eBrochure Express offers you a way to tailor your online marketing materials, featuring:

- ❑ Customize content – Select brochure content to best match your clients' needs.
- ❑ Viral marketing – Clients can share their eBrochure with family and friends via Facebook and Twitter.
- ❑ Calling card – Displays your call-to-action, even when shared virally.
- ❑ Lead generator – Clients can message you via the eBrochure system.
- ❑ Rich media – Videos, maps and other features to engage your clients.
- ❑ Printing – Download a PDF version of the eBrochure.
- ❑ Reporting – See results of the eBrochures you generate.
- ❑ iPad and tablet computer compatible.

**TIP:** If your client is interested in an Alaskan cruise, why show them the Caribbean itineraries? That's the kind of tailored marketing you'll achieve with the new Disney eBrochures.

[disneytravelagents.com](http://disneytravelagents.com) >> [My Disney Tools](#) >> [eBrochures](#)

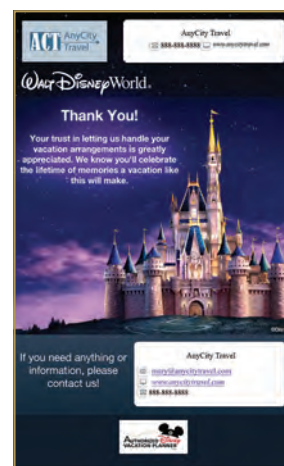


### Disney Online Post Office

Disney Online Post Office transports your marketing tactics to new levels. You'll have access to a library of email templates, featuring targeted sales messages, from Disneyland® Resort, Walt Disney World® Resort, Disney Cruise Line, Adventures by Disney® and Aulani, A Disney Resort & Spa. Each email template will include your logo and call-to-action automatically.

**TIP:** Don't let a hot lead slip away. Disney Online Post Office allows agents to quickly send a customized email to clients interested in a Disney vacation. Plus, most emails also contain links to extended content, such as special offer websites, virtual tours or Disney eBrochures.

[disneytravelagents.com](http://disneytravelagents.com) >> [My Disney Tools](#) >> [Email](#)

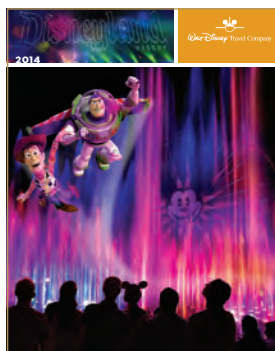


### Disney Collateral Store

Order the latest Disneyland® Resort, Walt Disney World® Resort, Disney Cruise Line, Adventures by Disney® and Aulani, A Disney Resort & Spa marketing materials, such as brochures, posters and more.

**TIP:** Disney Collateral Store is a great place to pick up materials for trade shows and special event days.

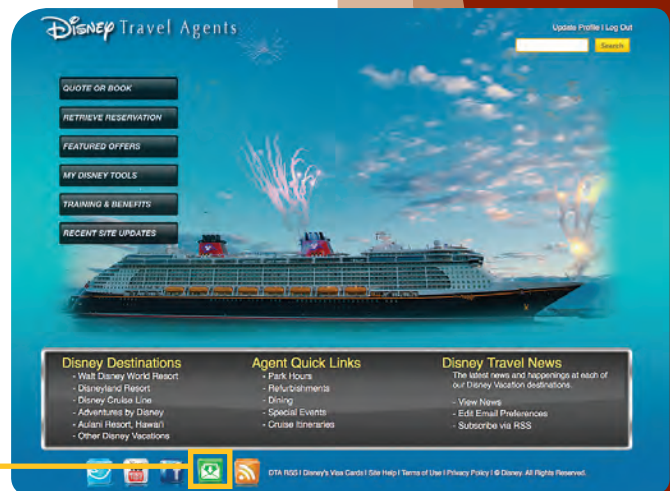
[disneytravelagents.com](http://disneytravelagents.com) >> [My Disney Tools](#) >> [Disney Collateral Store](#)



## Communication Options

Stay on top with all the latest Disney vacation news by visiting the Disney Travel News section on [disneytravelagents.com](http://disneytravelagents.com). Through Disney Travel News, you are able to subscribe to the content most relevant to you and have it delivered to you via email or RSS feed. Updates occur in a timely manner, keeping you up to date on offers, news from Disney executives and the latest happenings at each of the Disney vacation destinations. To learn more about these options, click on the green envelope icon or the DTA RSS link at the bottom navigation of [disneytravelagents.com](http://disneytravelagents.com).

You also have the ability to comment on posts featured on Disney Travel News. This new enhancement to the site allows you – our valued travel partners – to share your thoughts and feedback within the Disney travel professionals community.



## Disney Travel Professionals Facebook Page

The Disney Travel Professionals Facebook page serves as a centralized hub for the latest news regarding all five Disney Destinations – Disneyland® Resort, Walt Disney World® Resort, Disney Cruise Line, Adventures by Disney® and Aulani, A Disney Resort & Spa. The page offers rich, shareable content created specifically for travel professionals, which you can post on your Facebook page or profile and supplement with your own messaging. Using this tool is simple: visit [www.Facebook.com/DisneyTravelProfessionals](http://www.Facebook.com/DisneyTravelProfessionals), browse through posts and photo albums to choose content most relevant to your clients, then click the “Share” button and the image/video will automatically be posted on your page.

## Disney Travel Professionals YouTube Channel

YouTube, and video used online, is a great resource for travelers and can be influential in purchase decisions. 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 at: <http://www.youtube.com/DisneyTravelPros>, or share videos from <http://www.facebook.com/DisneyTravelProfessionals>.

## Authorized Disney Vacation Planner Locator

Agencies have the ability to be included in the *Authorized Disney Vacation Planner Locator*, currently available through select *Adventures by Disney* emails.

## Get in Touch Faster

Booking online is fastest, but if you need to call, the dedicated reservations phone number has been enhanced for your exclusive use. Just call **1-877-569-3276**, enter your IATA number, and select the Disney Destination of your choice. Your call will then be transferred to that destination's reservation team for priority service.





## Marketing Support (continued)

### Marketing Guidelines for Travel Agencies

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 your Disney District Sales Representative prior to printing, distribution or posting (approval may be granted or withheld at Disney's sole discretion).

### Special Offer Example:

**BE OUR GUEST WITH THIS ENCHANTING OFFER!**

With all the magical, new things there are to see and do throughout the entire Walt Disney World® Resort, there's never been a better time to visit.

**STAY, PLAY, DINE AND SAVE UP TO \$600\***  
with the purchase of this 5-Night/6-Day Walt Disney Travel Company room, ticket and dining plan package at select Walt Disney World® Resort hotels (based on a family of four).

**For stays most nights 1/2-3/7/13. Book 10/10-12/31/12.**

**Walt Disney World.**

\*The number of rooms allocated for this offer is limited. Savings based on the non-discounted price of the same package for 2 adults, 1 junior and 1 child. Tickets valid for one Theme Park per day and must be used within 14 days of first use. No group rates or other discounts apply. Advance reservations required. Excludes campsites, 3-Bedroom Villas and is not valid at Disney's Art of Animation Resort - The Little Mermaid Standard Rooms.  
Children ages 3-9 must choose from the children's menu, if available. Excludes gratuities and alcoholic beverages. Some Table-Service restaurants may have limited or no availability at time of package purchase.  
©Disney

For more information about this offer, dining plan details, participating restaurants and resort benefits, visit [wdwstayplaydine.com](http://wdwstayplaydine.com).

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

**AUTHORIZED DISNEY VACATION PLANNER**



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

### Website Example:



Clearly indicate that it is your agency offering Disney vacations (and not Disney itself) by making your logo significantly larger than Disney logos.

### The Dos

#### All Marketing Collateral and Advertising Material

- ❑ 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.
- ❑ Clearly indicate that your travel agency (rather than Disney) is offering a Disney vacation and that the consumer should contact your agency to book. This should be done by making your agency name significantly larger than the Disney name, placing your telephone number and address directly under your agency name, and/or by graphically separating your agency information from the ad copy.
- ❑ Disney logos must be positioned in separate areas of the collateral/advertising layout; they cannot be placed directly next to any agency's logo or symbol.
- ❑ Your company name/logo must appear significantly larger than the Disney name(s)/logo(s). The Disney names(s)/logo(s) should not exceed 75% of your company logo in size.
- ❑ Logo and nomenclature rules apply throughout all brochure pages, point of sale, web pages, emails and direct mail materials.
- ❑ Include ships' registry in all Disney Cruise Line collateral/advertising in regular type as follows:  
**Ships' Registry: The Bahamas**
- ❑ Include the following copyright notice on all marketing collateral/advertising materials 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.
- ❑ Overall, your collateral and advertising material, including your websites, may not give the impression that it is a Disney piece or Disney website or that your travel agency is associated with Disney. You must clearly identify that the products and services are being offered by a travel agency.
- ❑ 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 Resorts.
- ❑ 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 (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 and regulations as your company website.
- ❑ Do not place Disney logo(s)/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.

*\*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.*

## 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, flier, etc.
- ❑ Links from social networking sites to Disney websites or Disney social networking pages may be permitted but are subject to Disney's 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

Please visit [disneycopyright.com](http://disneycopyright.com) for a complete guide to Disney Character usage.

## Photography Guidelines

- ❑ You must use only Disney-supplied photography to promote a Disney product or service.
- ❑ Personal photography of the Disney product or service may NOT be used under any circumstances.
- ❑ Photography must be reproduced in its original format, without any retouching or modifications (e.g., cropped, cut-out, altered, overlapped, written across, recolored).

- ❑ 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 size of 4 points.

## Social Media Guidelines

### Facebook:

- ❑ Go to <http://www.facebook.com/DisneyTravelProfessionals>. This is 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.

### YouTube:

- ❑ 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 at: <http://www.youtube.com/DisneyTravelPros>

### Pinterest:

- ❑ You may re-pin content from the official Disney Travel Professionals Pinterest page found at: <http://www.pinterest.com/DisneyTravelPro>

### Twitter:

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

There are limitations to how you can leverage Disney materials and assets (including images, videos, logos and other creative) and what sites you can place them on. Disney assets can only be used on the above social media sites and approved usage varies by site. Outside of sharing content (e.g., sharing on Facebook, embedding from YouTube, re-pinning on Pinterest, retweeting on Twitter), Disney assets should not be posted/uploaded directly to any social media site unless preapproved. Visit [disneycopyright.com](http://disneycopyright.com) for a current guide to social media execution.

These guidelines listed are just a sampling of the top questions asked in regards to marketing guidelines and are to let you know in advance certain matters that Disney considers in reviewing proposed use of Disney materials in collateral. These guidelines may be changed from time to time by Disney at Disney's sole discretion. All proposed uses of Disney materials must be approved in writing by Disney prior to use, and approval may be withheld by Disney in Disney's sole discretion, even if the materials comply with these guidelines.

Revised  
December 2013

For a complete list of guidelines, visit  
[disneytravelagents.com](http://disneytravelagents.com) >>  
[My Disney Tools](http://MyDisneyTools.com) >>  
[disneycopyright.com](http://disneycopyright.com)

For complete marketing guidelines, please visit [disneycopyright.com](http://disneycopyright.com).

[Disneytravelagents.com](http://Disneytravelagents.com) >> [My Disney Tools](http://MyDisneyTools.com) >> [disneycopyright.com](http://disneycopyright.com)



## Marketing Support (continued)

### Designation and Logo Usage Guidelines

Participants in **Disney's EarMarked Program** are recognized as **Authorized Disney Vacation Planners**. Presented here are some Dos and Don'ts of using the **Authorized Disney Vacation Planner** designation and logo. Should you have any questions about using the designation or logo, please contact your Disney District Sales Manager.



Prominently display the logo in your Travel Agency office to generate client interest and discussion about your knowledge of Disney vacations.



### Show Your Designation

The *Authorized Disney Vacation Planner* logo is a symbol of your designation as a magical Disney vacation planner. Only members of *Disney's EarMarked<sup>SM</sup>* Program can use the logo. Display it proudly in your agency, and in approved advertising and collateral materials.



### The Dos

- ☐ **DO** prominently display the logo in your Travel Agency office to generate client interest and discussion about your knowledge of Disney vacations.
- ☐ **DO** use the approved press release posted on [disneytravelagents.com](http://disneytravelagents.com) 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. Please note that modifications to the approved press release are not permitted.
- ☐ **DO** include the logo in marketing, advertising and promotional materials developed by the Travel Agent/Travel Agency to promote Disney vacations in accordance with these guidelines and the agreement. Such materials may include, but are not limited to, website pages, newsletters, direct mail campaigns, newspaper, radio, television and other ads.
- ☐ **DO** set the Disney ad apart from other ads (i.e., in a box, space or picture between, etc.).
- ☐ **DO** make your Travel Agency name or logo appear significantly larger than the *Authorized Disney Vacation Planner* logo. You must clearly indicate that it is your agency, rather than 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 The Walt Disney Company or any of its subsidiary or other affiliated or related 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
  - Home-based agency locations may not display the logo on any location visible to the public.
- ❑ **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 subsidiary or other affiliated or related companies as, or a part of, your domain name or a domain name that redirects Internet users to your website.



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



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



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

*Submit all proposed materials to Disney at **WDPR.FL.Inside.Sales@disney.com** or by calling Inside Sales Support at **1-800-939-8265**, at least ten (10) days before the date of intended publication of such materials. To allow case-to-case flexibility, please discuss the project timelines with your Disney contact and agree on a time schedule upfront.*

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's 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.

These guidelines may be changed by Disney at any time at its sole discretion. All proposed uses of the *Authorized Disney Vacation Planner* designation or logo must be approved in writing by Disney before use, and Disney may withhold its approval in its sole discretion, even if the materials comply with these guidelines.