

PREMIER THEME PARK BRANDS

Marketing Toolkit



Featured Theme Parks

- Walt Disney World® Resort
- Disneyland® Resort
- Universal Orlando Resort
- Universal Studios Hollywood
- SeaWorld
- Busch Gardens



Assets Include:

 Theme Park Details

 Marketing Copy

 Banners

242x463	600x125	728x90	1500x500
300x250	600x200	1020x380	1500x1000
300x300	600x220	1140x655	1600x350
396x175	600x400	1200x600	1600x800
458x720	700x400	1208x744	1880x360
468x60	716x130	1272x792	2400x1350

 Social Media Images

1015x1350	1080x566	1080x1080	1080x1350
1080x1920	1200x630		

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NOTE:
Assets expire **12/31/2026**. Please include theme park disclaimers with any use of the marketing assets. Do not alter or change the image or marketing copy assets, as these have been approved by theme parks.



Walt Disney World® Resort

Theme Park Details

- NAME MUST SHOW AS: *Walt Disney World® Resort*
- OFFER DETAILS: Save up to \$60 on tickets
- DISCLAIMER: As to Disney artwork, logos, and properties: ©Disney.

Approved Marketing Copy

SHORT:

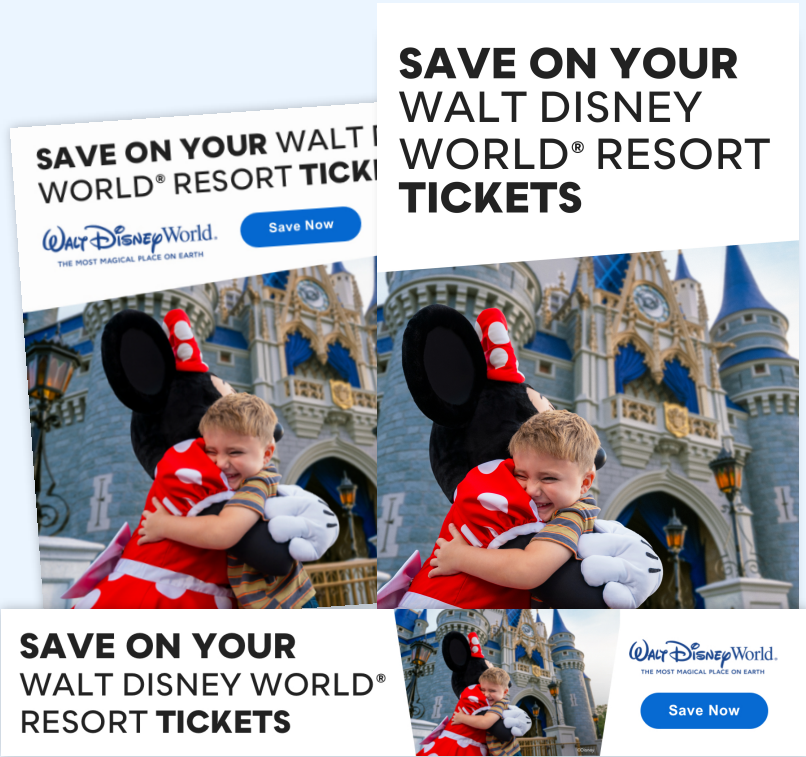
Gather friends and family in a place where all are welcome and the memories we make together last forever and ever. *Walt Disney World® Resort*. The Most Magical Place On Earth. Visit [add your discount program website URL here] and save up to \$60 on tickets!

MEDIUM:

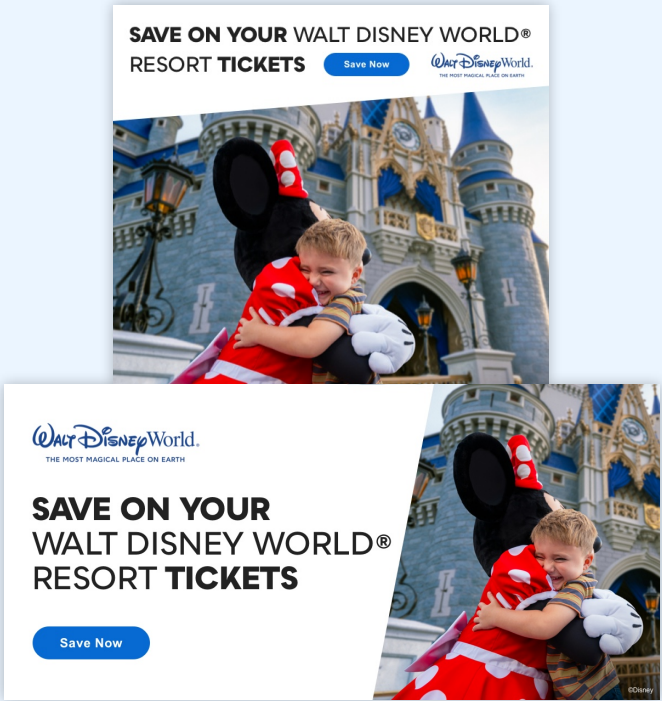
There is one place on Earth where the power of magic ignites the wonder that lets everyone be a kid—no matter who they are. *Walt Disney World® Resort* welcomes all to stunning worlds, favorite stories, and far-off galaxies. Explore incredible lands and attractions in four amazing Theme Parks that immerse you in fantasy, adventure, natural wonders, and new possibilities. And escape into imaginative Resort hotels as you stay in the magic and wake up in a dream. Visit [add your discount program website URL here] and save up to \$60 on tickets!

LONG:

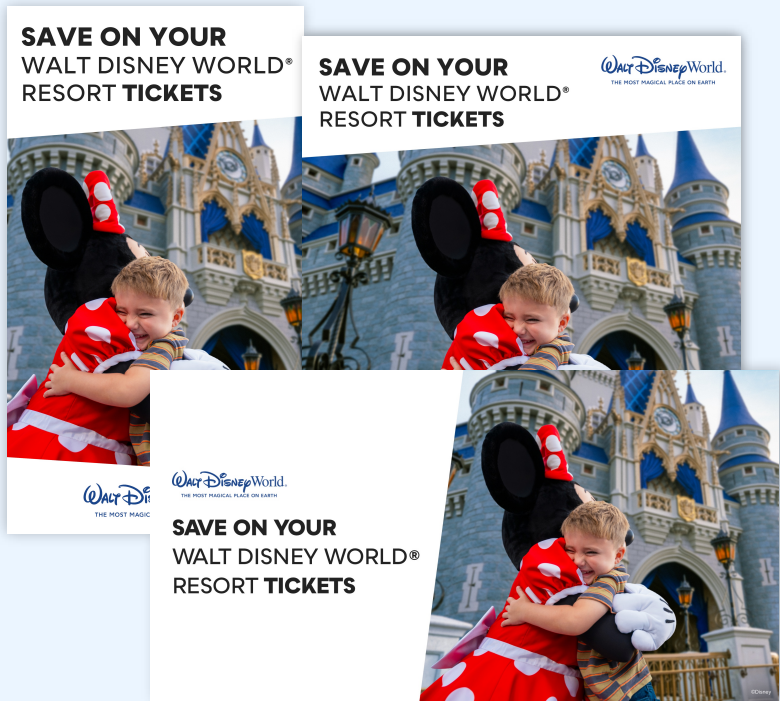
There is one place on Earth where the power of magic ignites the wonder that lets everyone be a kid—no matter who they are. *Walt Disney World® Resort* welcomes all to four larger-than-life Theme Parks filled with stunning worlds, far-off galaxies and exciting new stories. Every day is a chance to live happily ever after. Amazing Water Parks enchant you with magic in every drop. And a collection of imaginative Resort hotels invite you to stay in the magic and wake up in a dream. At Walt Disney World Resort, the magic finds its way into every moment, every encounter, and every heart. And at the center of it all? The Cast Members, whose creativity, passion, and dedication make it possible to make memories magical enough to last a lifetime. Visit [add your discount program website URL here] and save up to \$60 on tickets!



Web Banners



Email Banners



Social Media Images



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Disneyland® Resort

Theme Park Details

- **NAME MUST SHOW AS:** *Disneyland® Resort*
- **OFFER DETAILS:** Save up to \$35 on *Disneyland® Resort Theme Park Tickets*.
- **DISCLAIMER:** As to ©2026 Disney properties.
For Disney assets only - ©2026 Disney
For Disney + Pixar assets – ©2026 Disney & ©Disney/Pixar
For Marvel – ©2026 Disney and ©2026 Marvel
For Lucas – ©2026 Disney and © & TM Lucasfilm Ltd.

Both Theme Park reservations and valid admission for same Park on same day are required for Park entry. Theme Park reservations are limited and subject to availability. Attractions, experiences, services and offerings may be modified or limited in capacity or availability, and are subject to restrictions, and change or cancellation without notice. Park admission and offerings are not guaranteed. Visit Disneyland.com/Updates for important information to know before visiting the *Disneyland® Resort*.

Approved Marketing Copy

SHORT:

Welcome to The Happiest Place on Earth at the *Disneyland® Resort*! A place that has all the happy you never knew could exist, so you're a new kind of happy every time you visit. Here, there are an infinity and beyond number of things to do so you can feel all the endless joy! Visit [add your discount program website URL here] and save up to \$35 on tickets.

MEDIUM:

Welcome to The Happiest Place on Earth at the *Disneyland® Resort*! You might start out with some classic happy as you and your family arrive at Sleeping Beauty Castle. Before you know it, it's time to assemble the crew at Avengers Campus at *Disney California Adventure® Park*, where some Super Hero happiness awaits! Now, get ready to hold on to your seat in the Millennium Falcon because we're taking off to a place like nowhere else on Earth! Visit [add your discount program website URL here] and save up to \$35 on tickets.

LONG:

Welcome to The Happiest Place on Earth at the *Disneyland® Resort*! Here, there are an infinity and beyond number of things to do! You might start out with the classic scent of happy on Main Street, U.S.A. Before you know it, it's time for some save-the-day adventures when you assemble the crew at Avengers Campus at *Disney California Adventure® Park*. And when you discover what makes you extra happy, wear it on your sleeve with your favorite Spirit Jersey and Ears for Mickey Mouse, Minnie Mouse, the entire world and every galaxy far, far away to see! Plus, who said the happy needs to end once you leave the Park? When you book your stay at the Hotels of the *Disneyland® Resort*, you can feel the happiness morning, noon and night. Visit [add your discount program website URL here] and save up to \$35 on tickets!



Web Banners



Email Banners



Social Media Images



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Universal Orlando Resort

Theme Park Details

- **NAME MUST SHOW AS:** Universal Orlando Resort
- **OFFER DETAILS:** Save on your Universal Orlando Resort tickets
- **DISCLAIMER:** Universal elements and all related indicia TM & © 2026 Universal Studios. All rights reserved.

Approved Marketing Copy

SHORT:

With four amazing theme parks, Universal Orlando Resort offers a complete week of vacation excitement. Get your tickets at [add your discount program website URL here] and save today!

MEDIUM:

Four amazing theme parks take you from the action of your favorite movies to legendary tales of excitement to incredible worlds of adventure to a tropical island paradise. Add a spectacular nighttime entertainment complex, and Universal Orlando Resort is a complete vacation destination offering a full week of non-stop awesome. Get your tickets at [add your discount program website URL here] and save today!

LONG:

Universal Orlando Resort features four amazing theme parks where you'll find new adventures every day: Universal Studios Florida, Universal Islands of Adventure, Universal Volcano Bay, and Universal Epic Universe. Universal Orlando offers an entire week full of vacation awesome, taking you from the action of your favorite movies to legendary tales of excitement to incredible worlds of adventure to a tropical island paradise. And, you'll enjoy great dining and entertainment at Universal CityWalk, day or night. If you've been here before, it's not the Universal Orlando Resort you remember. And if you've never been here, it's a complete vacation destination offering a week of excitement unlike anything you've ever experienced. Get your tickets at [add your discount program website URL here] and save today!



Web Banners



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Universal Studios Hollywood

Theme Park Details

- **NAME MUST SHOW AS:** Universal Studios Hollywood
- **OFFER DETAILS:** Save on your Universal Studios Hollywood tickets
- **DISCLAIMER:** Universal elements and all related indicia TM & © 2026 Universal Studios. All rights reserved.

Approved Marketing Copy

SHORT:

Picture your best day ever - all the mischief, wonder, thrills and letting loose with some of your favorite characters on incredible rides. It's all at Universal Studios Hollywood, the best day in L.A. Get your tickets at [add your discount program website URL here] and save today!

MEDIUM:

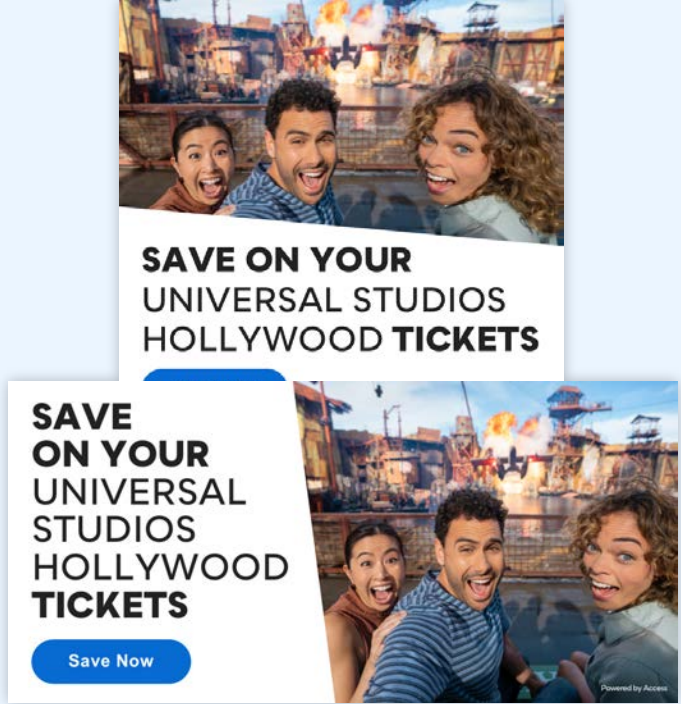
Picture your best day ever - all the mischief, wonder and thrills in store at Universal Studios Hollywood. Imagine soaring over lands you've only seen on screen. And letting loose with some of your favorite characters on incredible rides. And of course, there's the world-famous Studio Tour. It's absolutely the best day in LA. Get your tickets at [add your discount program website URL here] and save today!

LONG:

Picture your best day ever - all the mischief, wonder and thrills in store at Universal Studios Hollywood. Imagine soaring over lands you've only seen on screen. And letting loose with some of your favorite characters on incredible rides. And of course, there's the world-famous Studio Tour where you'll go behind-the-scenes to explore real film sets where Hollywood movies are made. It's absolutely the best day in LA. Get your tickets at [add your discount program website URL here] and save today!



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Email Banners



Social Media Images



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Theme Park Details

- **NAME MUST SHOW AS:** SeaWorld San Diego, SeaWorld Orlando, or SeaWorld San Antonio
- **OFFER DETAILS:** Up to 25% off single-day tickets
- **DISCLAIMER:** ©2026 United Parks & Resorts. All rights reserved.

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SHORT:

SeaWorld offers fun and enriching experiences from up-close animal encounters and year-round educational programs to award-winning marine-life themed rides and attractions, special events and exciting entertainment. Visit [add your discount program website URL here] and get up to 25% off single-day tickets!

MEDIUM:

SeaWorld is a leading marine life theme park and accredited zoo and aquarium that provides experiences that matter while educating and inspiring guests of all ages to care about marine life. The parks offer fun and enriching experiences from up-close animal encounters and year-round educational programs to award-winning marine-life themed rides and attractions, special events and exciting entertainment. Visit [add your discount program website URL here] and get up to 25% off single-day tickets!

LONG:

SeaWorld is a leading marine life theme park and accredited zoo and aquarium that provides experiences that matter while educating and inspiring guests of all ages to care about marine life. The parks offer fun and enriching experiences from up-close animal encounters and year-round educational programs to award-winning marine-life themed rides and attractions, special events and exciting entertainment. For more than 60 years, SeaWorld has advanced the conservation of marine life in and outside its parks through science, education, and exceptional animal care that is Humane Certified by American Humane and accredited by the Alliance of Marine Mammal Parks and Aquariums and the Association of Zoos and Aquariums. Visit [add your discount program website URL here] and get up to 25% off single-day tickets!



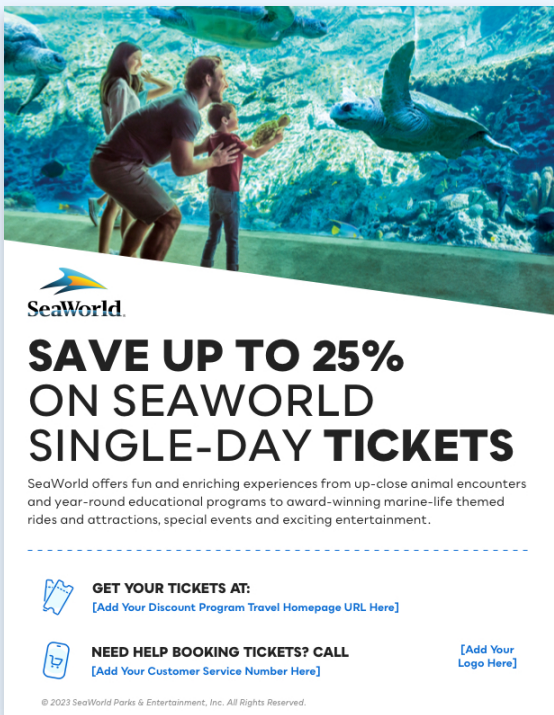
Web Banners



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Busch Gardens

Theme Park Details

- NAME MUST SHOW AS: Busch Gardens Tampa Bay or Busch Gardens Williamsburg
- OFFER DETAILS: Up to 25% off single-day tickets
- DISCLAIMER: ©2026 United Parks & Resorts. All rights reserved.

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SHORT:

The ultimate family adventure, complete with world-class coasters and award-winning entertainment, Busch Gardens offers something for everyone. Visit [add your discount program website URL here] and get up to 25% off single-day tickets!

MEDIUM:

As the ultimate family adventure, Busch Gardens offers something for everyone. From taking on top-rated thrills and attractions, to partaking in exciting seasonal events throughout the year, the fun doesn't stop at Busch Gardens. Visit [add your discount program website URL here] and get up to 25% off single-day tickets!

LONG:

As the ultimate family adventure, Busch Gardens offers something for everyone. From taking on top-rated thrills and attractions, to partaking in exciting seasonal events throughout the year, the fun doesn't stop at Busch Gardens. With locations in Tampa and Williamsburg, the two parks offer a unique blend of world-class coasters, exceptional animals and award-winning entertainment. Visit [add your discount program website URL here] and get up to 25% off single-day tickets!



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