

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:

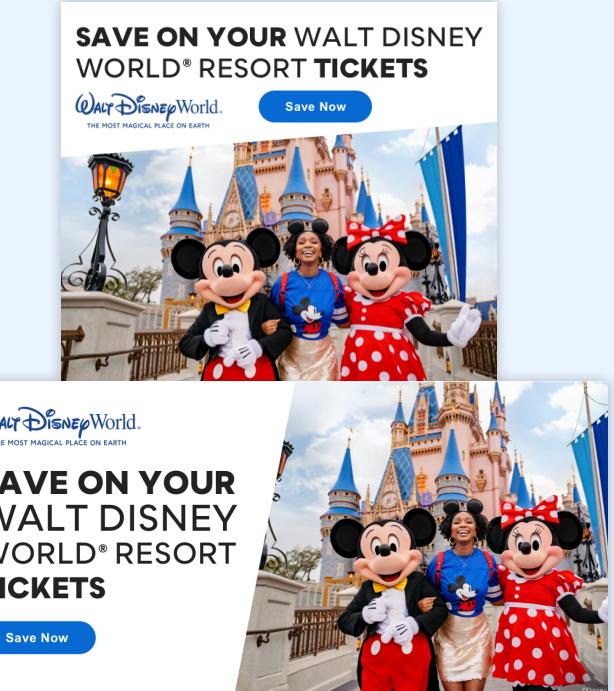
There is one place on Earth where the power of magic ignites the wonder that lets everyone be a kid—no matter who they are. Walt Disney World® Resort welcomes all to four larger-than-life Theme Parks filled with stunning worlds, far-off galaxies and exciting new stories. Every day is a chance to live 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



Social Media Images



Email Banners



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Disneyland® Resort



Theme Park Details

- **NAME MUST SHOW AS:** Disneyland® Resort
- **OFFER DETAILS:** Save up to \$35 on 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 & ©2026 Marvel
For Lucas - ©2026 Disney & © 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:

Celebrate 70 years of joy at the Disneyland® Resort! Join the festivities with dazzling entertainment, new experiences, and vibrant décor across the Resort. Enjoy the return of fan favorites like the Paint the Night Parade and Wondrous Journeys fireworks, plus the debut of World of Color – Happiness! at Disney California Adventure® Park. Meet beloved Disney Characters in colorful new costumes and explore the Resort decked out in 70th anniversary magic. It's a celebration of happiness you won't want to miss! The last day to enjoy the splendor of the 70th Celebration will be August 9, 2026.

MEDIUM:

Celebrate 70 years of joy at the Disneyland® Resort! This milestone event brings new experiences, dazzling entertainment, and vibrant décor across the Resort. Highlights include the return of the beloved Paint the Night Parade and Wondrous Journeys fireworks show, plus the debut of World of Color – Happiness! at Disney California Adventure® Park. Beloved Disney Characters will greet guests in colorful new costumes, and the entire Resort—from Main Street, U.S.A. to Downtown Disney® and the Hotels—will be decked out in festive 70th anniversary magic. It's a celebration of happiness like never before—come join the fun with friends and family! The last day to enjoy the splendor of the 70th Celebration will be August 9, 2026.

LONG:

Celebrate 70 Years of Happiness at the Disneyland® Resort!

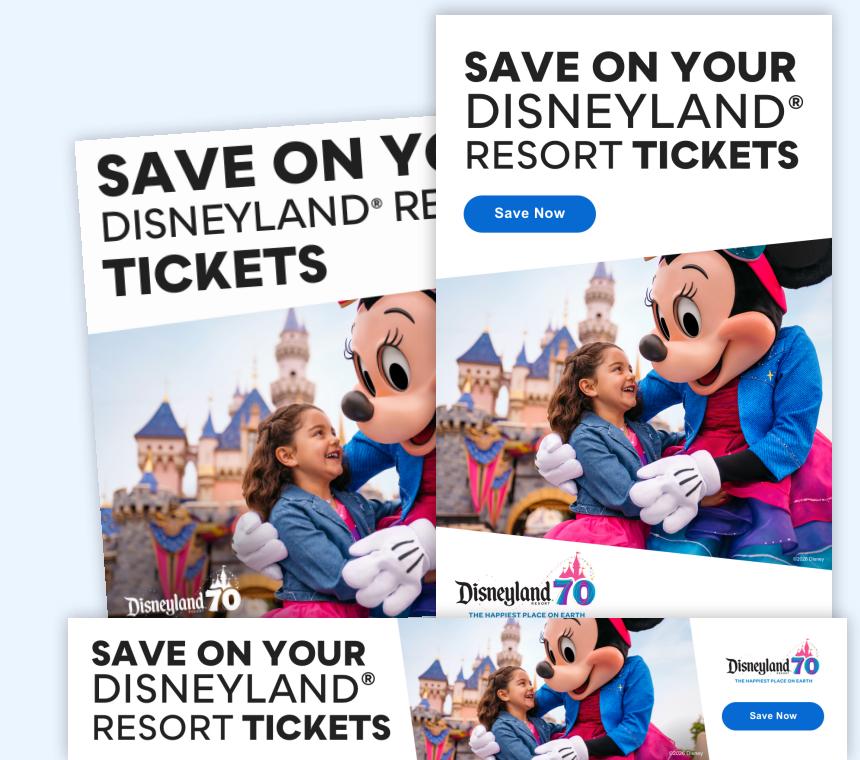
Come one, come all—it's time to celebrate the joy we've created together over the past 70 years at the Disneyland® Resort! You're invited to join the festivities as we kick off a celebration filled with excitement, new experiences, dazzling entertainment, and cheerful décor. Get ready for show stopping spectacles, beloved Disney Characters in vibrant new costumes, and unforgettable moments. We're bringing back fan favorites and introducing brand-new magic just for this milestone.

One of the most anticipated returns is the Paint the Night Parade—a radiant, high-energy experience featuring your favorite Characters, musicians, and dancers illuminated by over a million dazzling lights. Plus, Wondrous Journeys is back, lighting up the night sky with fireworks and transforming Sleeping Beauty Castle and Main Street, U.S.A. into stunning canvases of Disney storytelling.

At Disney California Adventure® Park, don't miss the debut of World of Color – Happiness! This all-new show blends fountains, lights, and music into a kaleidoscope of joy, creating magical memories that will last a lifetime.

Throughout the Resort, you'll find Disney Characters like Mickey Mouse, Minnie Mouse, Donald Duck, Daisy Duck, Goofy, Clarabelle, and more dressed in colorful, camera-ready outfits. From Main Street, U.S.A. to Downtown Disney® District and the Hotels of the Disneyland® Resort, the entire destination will be decked out in festive 70th anniversary décor.

It's a celebration of happiness like never before—so gather your friends and family and join us for the Disneyland® Resort 70th Celebration. Let's Celebrate Happy together! The last day to enjoy the splendor of the 70th Celebration will be August 9, 2026.



Web Banners



SAVE UP TO \$35 ON DISNEYLAND® RESORT TICKETS

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!

GET YOUR TICKETS AT:
[Add Your Discount Program Travel Homepage URL Here]

NEED HELP BOOKING TICKETS? CALL
[Add Your Customer Service Number Here]

[Add Your Logo Here]

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:

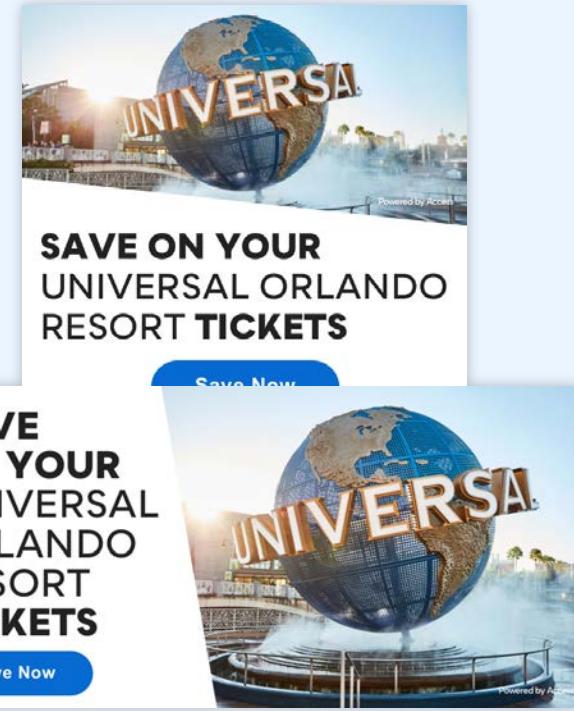
Universal Orlando Resort features four amazing theme parks where you'll find new adventures every day: Universal Studios Florida, Universal Islands of Adventure, Universal Volcano Bay, and Universal Epic Universe. Universal Orlando offers an entire week full of vacation awesome, taking you from the action 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!



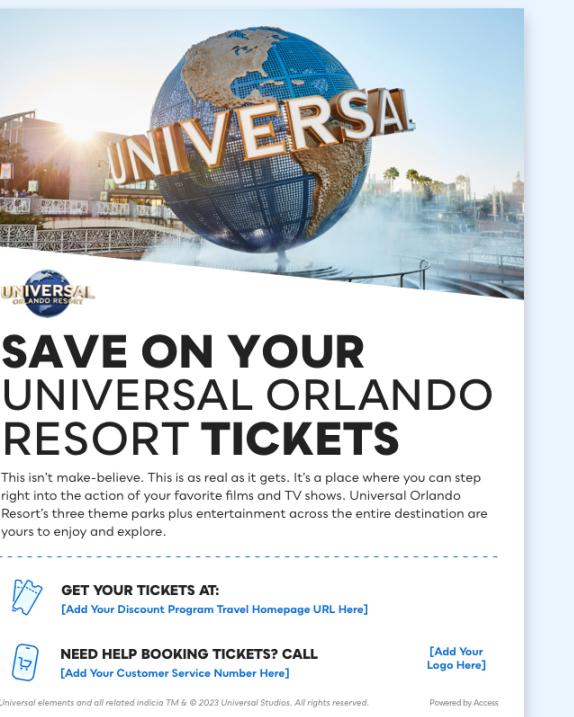
Web Banners



Social Media Images



Email 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
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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:

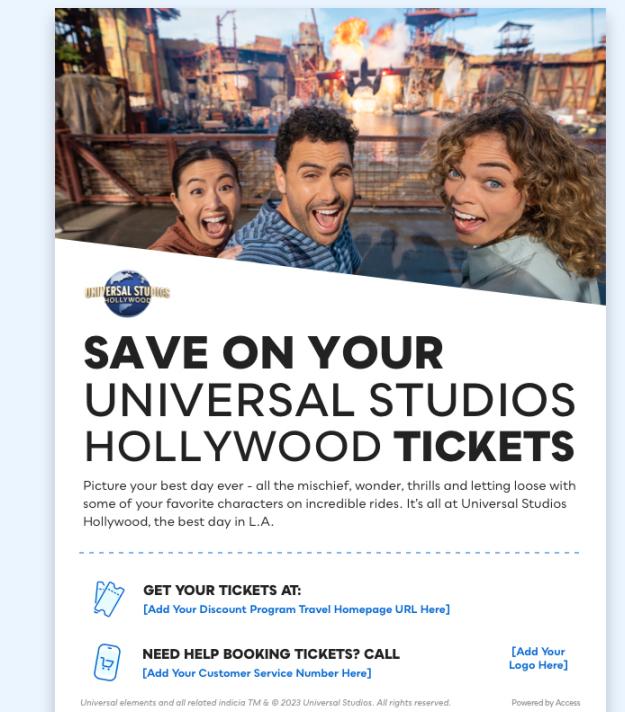
Picture your best day ever - all the mischief, wonder and thrills in store at Universal Studios Hollywood. Imagine soaring over lands you've only seen on screen. And letting loose with some of your favorite characters on incredible rides. And of course, there's the world-famous Studio Tour. It's absolutely 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!



Web Banners



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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.

Approved Marketing Copy

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!



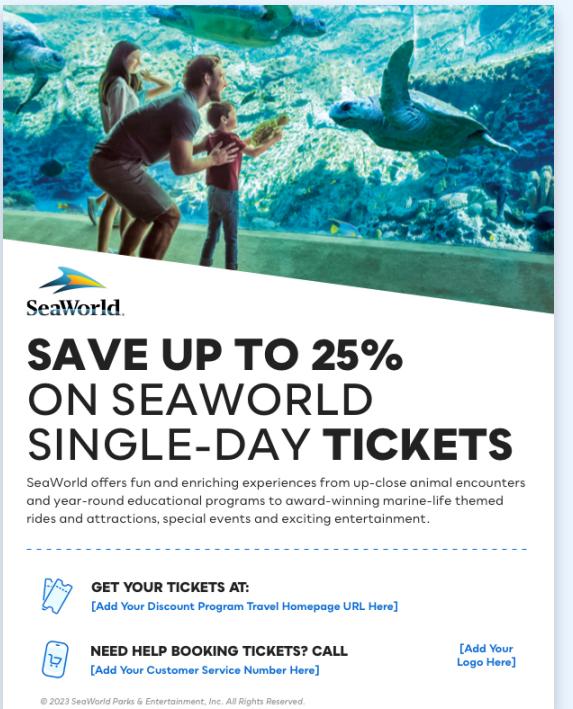
Web Banners



Social Media Images



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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.

Approved Marketing Copy

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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