

CELEBRATING 10 YEARS OF MAGIC JAN 2—DEC 31, 2019

The Walt Disney Family Museum is a center for art, animation, and inspiration. Located in the historic Presidio, we celebrate the remarkable life of Walt Disney by telling his story, celebrating his legacy, and extending his influence.



HISTORY

Since the opening in October 2009, The Walt Disney Family Museum has served:

1.7 MILLION

Visitors

97,000

Public Program Attendees 323,000

Special Exhibition
Attendees

40,000

Pre-K-12 Students for School Experiences

WE ESTIMATE OVER 500,000 GUESTS TO VISIT THE MUSEUM IN 2019

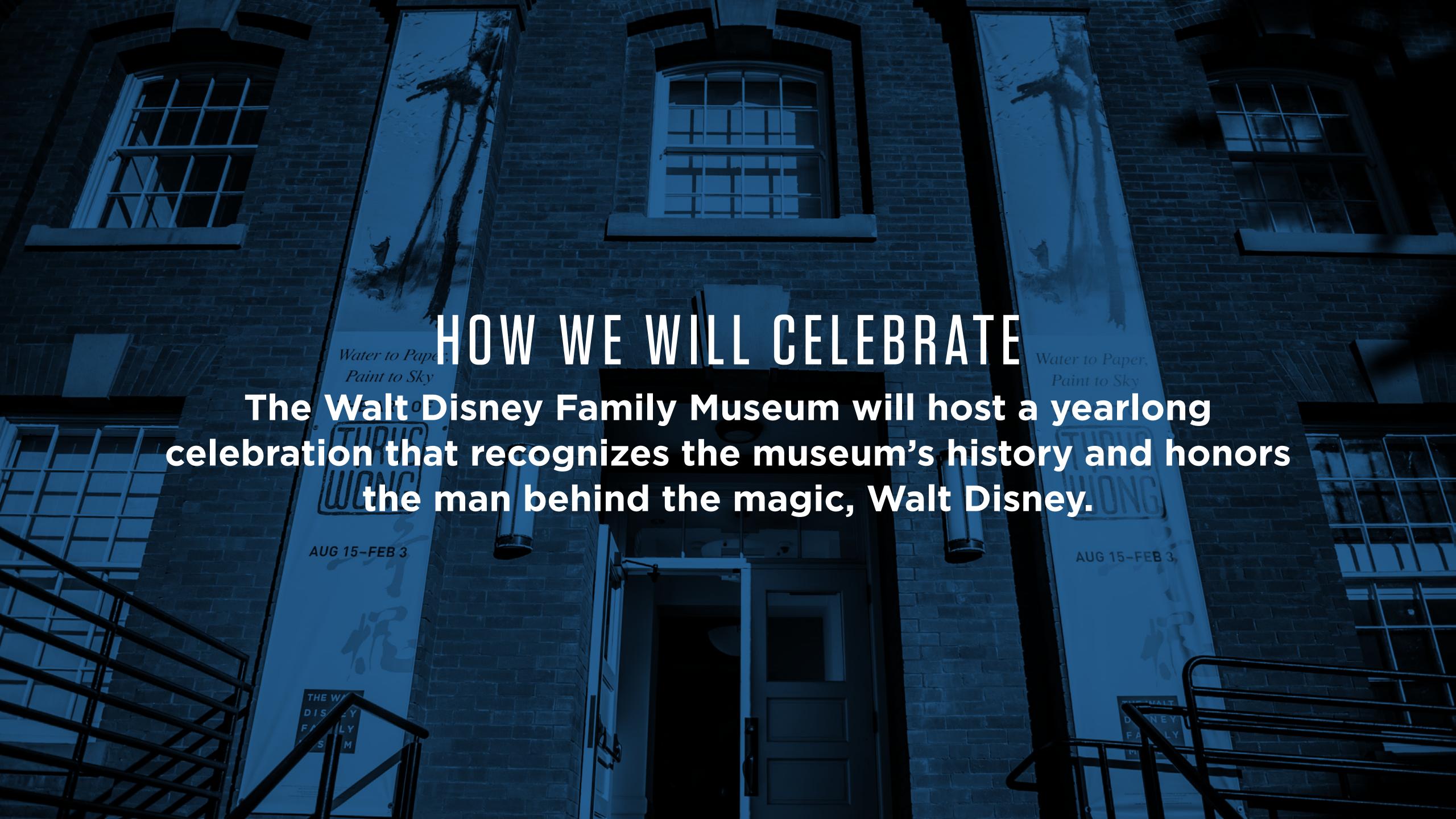
MORE THAN A MUSEUM

The Walt Disney Family Museum is evolving into a center for creativity, education, and storytelling. Joining the art and science of animation with creative collaborations, we inspire students, teachers, and visitors of all ages.









A YEARLONG CELEBRATION:

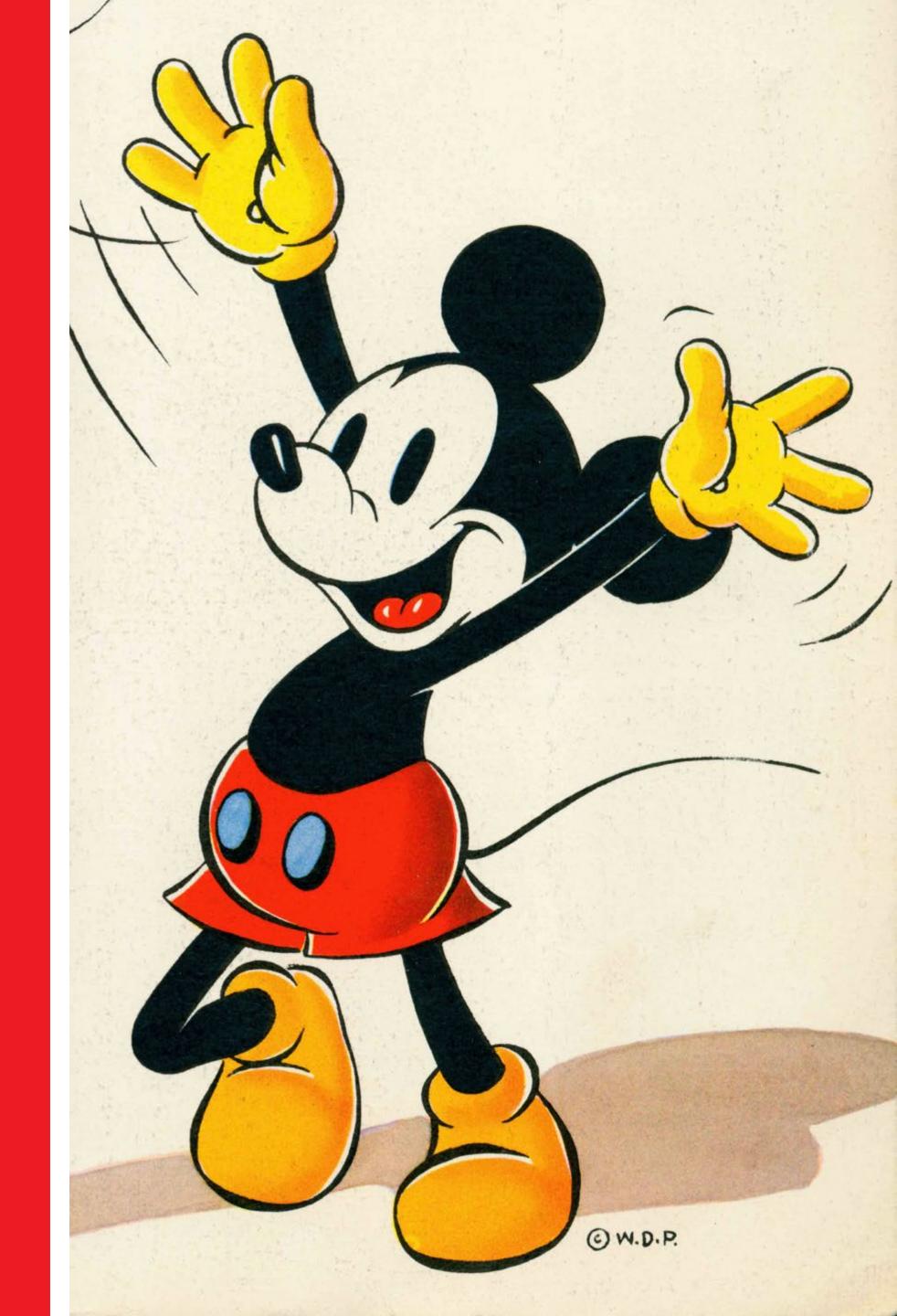
- Community free days
- Unique Mickey Mouse exhibition
- Exclusive evening events
- Monthly themed educational programs, activities, and workshops
- Community drawing festival
- Monthly film screenings in our Fantasia-themed theater
- Teen Animation Festival International
- Extensive marketing campaign in the Bay Area and beyond
- Limited edition and collectible merchandise

CELEBRATE MICKEY MOUSE

May 2019—January 2020

Join us in celebrating the world's most beloved and recognizable character: Mickey Mouse. This original exhibition chronicles Mickey's impact and influence on art and entertainment over the past nine decades and tells the story of his origin, rise to fame, and enduring world-wide appeal, juxtaposed with Walt Disney's inspiring and parallel story.

Estimated attendance: 250,000







BRANDING & INTEGRATION OPPORTUNITIES:

- Host a community free day
- Support a monthly themed event or educational activity
- Screening of your company's promotional video before our daily films
- On-site product activation during community free days, festivals, and events
- Access to, and promotional opportunities in, our Mickey Mouse-themed gallery lounge
- Opportunity to make comments at our kick-off press event in January

LEAVING A LEGACY

• Scholarships offered to underprivileged students in your company's name

LOGO PRESENCE:

- Acknowledgment in the Mickey Mouse exhibition
- Acknowledgment in the main museum
- Acknowledgment in advertisements, collateral, and press materials
- Dedicated page at waltdisney.org, including sponsor statement (739,505 visitors a year)
- Custom integration on museum social media channels: Facebook (159,000), Instagram (49,000 followers), and Twitter (102,000 followers)

EMPLOYEE & CLIENT BENEFITS:

- Opportunity to host an exclusive event at the museum
- VIP tickets for clients
- Free admission for employees to both the main museum and special exhibition for the duration of the partnership
- Invitations to VIP and opening parties
- Access to exclusive, limited edition, and collectible merchandise

PARTNERS:





















CONTACT

Sarah Rothstein

Head of Sales and Business Development 415.345.6853 srothstein@wdfmuseum.org

