



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.



HOW WE WILL CELEBRATE

The Walt Disney Family Museum will host a yearlong celebration that recognizes the museum's history and honors the man behind the magic, Walt Disney.

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



A man with a mustache, wearing a light-colored shirt and a patterned tie, is seated at a desk. He is looking intently at a large, framed photograph of a woman in a white dress. The desk is cluttered with papers, a rotary telephone, and a small jar. In the background, there are shelves with various figurines and a framed picture of a baby. The entire image has a dark, monochromatic purple tint.

BECOME A PART OF THE STORY

**Become a part of the iconic and inspirational story of Walt Disney
by joining us in presenting our ten year anniversary.
We are inviting a limited number of organizations that value the
museum's mission to join us in this yearlong celebration.**



IT'S YOUR CELEBRATION, TOO!
Build a Customized \$25,000 Sponsorship Package

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:



A photograph of Diane Disney Miller, an elderly woman with short, wavy grey hair, smiling warmly at the camera. She is wearing a dark blazer over a light-colored collared shirt with a small bow at the neck. She is standing behind a metal railing, with her hands resting on it. The background is a museum gallery filled with various exhibits, including a large, ornate chandelier and a display case with a sign that reads "Walt Disney". The entire image has a purple color overlay.

JOIN US!

The museum's founder and Walt Disney's daughter, Diane Disney Miller, created a unique and inspirational journey through her father's life. Your partnership will ensure that the museum is able to continue inspiring and educating future generations. Please join the museum in celebrating our important milestone and its incredible legacy.

CONTACT

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