

Theatrical Group
Promotional Guidelines for MTI Licensees

Thank you for licensing a Disney stage show!

Help us PROTECT the MAGIC.

As a reminder, your performance license grants you the rights to perform the show on your stage, as written, using the provided MTI materials during the performance window in your MTI contract. As part of producing a Disney show, we ask that you help us preserve the Disney magic, which means following certain standards when it comes to promoting your show in the press and on social media.

The following guidelines are designed to support you and your company in marketing your show while also protecting the integrity of Disney's reputation and its beloved characters and stories. Please share these guidelines with your full team and cast and use them in conjunction with your theater's own media best practices.

For questions about any of these promotional guidelines, please contact your MTI representative.

1. ADVERTISING, MARKETING and PRESS.

Licensees **are not permitted** to promote the production in the following ways:

- If actors perform at live events to promote the production, they **cannot** act in "character" during interviews or introductions.
- Actors are **not permitted** to be in costume for character meet & greets, parade appearances, backstage tours, or autograph sessions.
- Actors **may not** make pre-show or post-show announcements or curtain speeches in character, whether live or pre-recorded.

Licensees **are permitted** to promote the production solely in the following ways:

- Selling ads for your own production in the show playbills, programs, and posters (must include author credits & other billing provided in billing rider).
- Printing posters and flyers and displaying in local community.
- Sending press releases and production photos to local papers, websites, blogs, online publications, magazines, and community newsletters
- Participating in local TV and radio interviews to promote your production, subject to the below rules:
 - If cast members are participating in interviews, cast members may be non-costumed, or if costumed, must be introduced as the performer, not the character (ex: "*Hi, I'm Sophia, and I play Elsa in Frozen!*").
 - Such interviews may include performance of up to two songs from show in their entirety and (if desired) may include costumes and choreography; no song cuts are permitted without permission from MTI.
- Participating in local in-person, non-televised events (i.e., local community events such as festivals, pop-up performances, fairs and showcases). Such local appearances may include performance of up to two songs from show in their entirety and (if desired) may include costumes and choreography; no song cuts are permitted without permission from MTI.
- Posting your organization's performance footage (whether from a rehearsal or a costumed performance) on social media, subject to the below rules:
 - Each clip of performance footage may be no greater than 30 seconds in length.
 - No more than 10 clips are permitted per production (no more than 5 minutes in total).
 - Footage must be filmed from the audience's perspective (performance footage should not be filmed from backstage or from the wings.)

Professional Productions: Licensees are required to submit and obtain additional approval for all paid media, including:

- Radio and TV spots
- Outdoor advertising
- Digital video content

2. SOCIAL MEDIA AND CONTENT CREATION.

Keep Disney Brand Goodwill top of mind.

- When publishing to your social media accounts, **take a moment to consider that your post may directly or indirectly represent the show, and by extension, Disney.** Even a harmless post can be manipulated and redistributed, creating a harmful result that was not the original intent.
 - Stay away from sensitive or controversial references that could negatively reflect on your production or Disney. This includes refraining from social media posts that are:
 - Libelous, defamatory, obscene, or unlawful;
 - Otherwise violate or infringe anyone's rights;
 - Offer commentary on current events; or
 - Are otherwise inconsistent with Disney's family friendly standards, image and reputation.
 - This also extends to your broader community management strategy, beyond simply posting. **Be mindful of the content you choose to comment on, repost, or otherwise engage with.** If you work with influencers or external content creators, take care that they only represent family-friendly content. It is important to consider brand goodwill in your entire social media sphere, in addition to the posts you publish yourself.
- **Do the individuals depicted in your photos, videos, or other material want their image to be posted online?** Have they provided consent?
- **You may only use the Intellectual Property (IP) of Disney ("Disney IP") on your organization's social media for the sole purpose of promoting your production.** You may only use Disney IP related to your specific production for this purpose (e.g., an organization with a license from MTI to perform *The Little Mermaid* should not make general social media posts including other Disney Princess characters). You may not use Disney IP on social media for any other purpose other than promoting your MTI-licensed production.
- Disney expressly **prohibits licensees from creating show-specific social media handles or websites** that could give the impression that your show is an official production of The Walt Disney Company.
- **A note on Artificial Intelligence (AI):** With the rise of AI tools, it is more important than ever to be mindful of how IP is being used. Please note that licensees and their contractors are forbidden from putting Disney-owned IP into generative AI software. This includes the show's script, score, music tracks, choreography videos, logos, and any other materials distributed by MTI; original Broadway designs such as sets, costumes, puppets, and projections; and posters or playbills from the original films or Disney stage productions. Please be sure to share this guideline with your cast and company.
- **Preserve the Disney Magic.** Do not publish social media posts that reveal trade secrets or tricks involving stagecraft. While it may be tempting to show a behind-the-scenes look at Elsa's dress pull, the Beast's transformation, or Aladdin's flying carpet, such reveals have the negative effect of pulling the audience out of the fantastical theatrical world you have created on your stage. Consider ways that you can showcase the dazzling effects in your production without revealing how they are done.

On the next page are some examples to help navigate these nuances.

SOCIAL MEDIA DOS & DON'TS		
	Permitted	NOT Permitted
INFORMED CONSENT	Sharing footage of your production's cast, crew, or any other related staff or production team members, with their consent .	Posting footage featuring others without informing them of your intentions of sharing publicly. It's important to respect safe spaces when taking any photos or videos backstage, especially changing stations and rooms.
APPEARING IN CHARACTER	Sharing behind-the-scenes photos or footage of actors in costume as themselves . <i>Ex: "Hi, I'm Sophia, and I play Elsa in Frozen!"</i>	Footage of actors appearing in costume in character , unless they are explicitly performing a scene or song from the show. <i>Ex: "Hi, I'm Elsa, and we want to welcome you to Arendelle!"</i>
REHEARSAL & PERFORMANCE FOOTAGE	Sharing video footage of rehearsals or the performance from the audience's perspective. <i>Ex: Filming from the house</i> Sharing non-performance photos and videos documenting your production during the rehearsal and production process. <i>Ex: A marquee reveal, cast members mingling in rehearsal, reaction to a first sitzprobe, a tour of an actor's dressing room</i>	Sharing video footage of rehearsals or the performance from places <i>other than</i> the audience's perspective. <i>Ex: Filming the show from the wings</i> Sharing trade secrets such as makeup techniques, quick changes, backstage tricks, or reveals of stage magic. <i>Ex. Elsa's dress pull, the Beast's transformation</i>
BRAND GOODWILL	Using family-friendly trending audio to create content in costume <i>Ex: Transition from everyday outfit into full costume and glam</i>	Using trending audio that is obscene, defamatory, or damages or lessens the overall integrity of the character and production.