

Disney Villains Media Night

Sponsorship Proposal

Prepared for Potential Sponsors

Date: November 7, 2025

At a Glance

Date	November 7, 2025
Location	Walt Disney World Resort
Audience	Content creators, influencers, press, and VIP guests
Benefits	Gain national exposure across traditional and digital media channels reaching Disney fans Align with the iconic Disney Villains brand recognized for bold storytelling and cultural relevance Amplify visibility through social coverage from invited influencers and press

Featured Partners



These are examples of the types of brands whose presence aligns with the tone and audience of Disney Villains Media Night. Actual sponsors will receive this same level of visibility and brand integration throughout the event.

Introduction

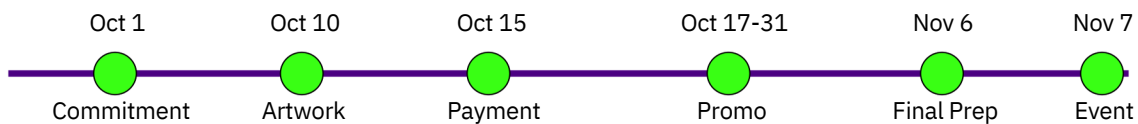
Disney Villains Media Night is an exclusive one-night celebration designed to spotlight some of the most recognizable characters in Disney history. This immersive experience will feature live entertainment, themed dining, interactive sets, and rare character appearances that create a sense of exclusivity and excitement. The event will deliver an unforgettable evening for attendees and generate media attention across traditional outlets and digital platforms. The audience for this event includes invited influencers, content creators, press representatives, and VIP guests. Collectively, these attendees reach large, engaged followings, ensuring that every activation, every shared post, and every highlight from the night travels far beyond the event space. This combination of live impact and digital reach makes the event a high-value marketing opportunity for brands seeking visibility and relevance. Sponsors play a vital role in elevating the experience. Through strategic integrations such as branded lounges, product sampling, or themed activations, sponsors become part of the storytelling that makes the event memorable. When guests share their experiences, sponsor brands are woven directly into the narrative, benefiting from live impressions and extended digital reach. By supporting Disney Villains Media Night, sponsors align with Disney's legacy of storytelling while gaining direct access to a premium audience. The result is a blend of cultural impact and measurable return on investment that positions sponsors as key contributors to the event's success.

Deliverable Deadlines

To ensure seamless collaboration, the following deliverables and deadlines must be met. These dates guarantee that sponsor activations are integrated into marketing content and on-site execution.

Task	Date	What this means
Sponsor Commitment	October 1, 2025	Confirm participation to reserve activation space and inclusion in marketing planning.
Artwork and Branding Submission	October 10, 2025	Provide vector logos and creative assets for invitations, graphics, and promotional videos.
Payment Processing	October 15, 2025	Complete payment to secure production, staffing, and placement.
Video Promo Integration	October 17 -October 31	Approve placement and talking points for inclusion in promotional content.
Final Event Preparation	November 6, 2025	Confirm deliverables, shipping details, and on-site needs so your brand appears on signage, decor, and attendee kits.
Event Date	November 7, 2025	Activate on site with staff ready for guest engagement and content capture.

Note: Adhering to these dates is essential. Missing a deadline could limit your brand’s visibility in high-impact marketing moments.



Thank You

We appreciate your consideration of this sponsorship opportunity. Disney Villains Media Night offers an unforgettable experience for guests and a focused promotional platform for our sponsors. We welcome a conversation about tailored activations and how your brand can integrate into Disney Villains Media Night. For more information or to confirm your sponsorship, please contact: Alex Traynham – Sponsorships Lead