



500 South Buena Vista St. • Burbank, CA 91521 • (407) 824-4321

October 19, 2021

Pitch letter for Mr. DAPs

Dear Mr. DAPs:

Have you ever seen the film Frozen? I have an opportunity to inform you about a great upcoming event in New York City. Disney is opening a Frozen-themed cafe. It is the first movie-theme cafe that the Walt Disney Company has ever launched. Besides, I bet you know that Frozen is one of the most popular and commercially successful animated films worldwide in recent years. In order for consumers to enjoy a filmed-like immersive experience, the overall ornament of the cafe will be decorated to reflect the atmosphere of the film. In addition, there will have statues of the protagonists inside the cafe. Also, the staff will be dressed like the protagonists and provide special meals, beverages and desserts to consumers. Consumers can take pictures and have a rest inside the cafe. We believe this event will attract a significant number of Frozen fans.

Our coordinator will be available to make sure you and your team will enjoy a brand new and fabulous experience in the cafe. If you are interested in reporting this unique and new dining experience, I will help you to set up an interview with our CEO, Bob Chapek. He will be happy to answer any of your questions and provide your group with the best discounts and hot deals.

Considering that you have been reporting Disney news since 2004, you must have a lot of Disney fans and followers. By posting relevant information and videos on your Instagram account, we hope to attract more consumers and potential audiences interested in this event. The post should be designated to show all viewers the meals, decorations and services inside the Frozen-themed cafe.

I will call you on Friday to learn more about what might be of interest to you. Thank you for your time and consideration.

Sincerely,

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