



Disney
LORCANA
TRADING CARD GAME

HELLO, EVENT HOST!

This kit includes some significant changes for using the provided promotional materials. Please read carefully to learn what's different, including the new recommendations for weekly events. Thank you for running these programs and events!

Your organized play kit for the *Disney Lorcana* set *Archazia's Island* includes support for 12 weeks of in-store play activities.

In this document you'll find the following information:

- ◆ Changes to the Organized Play Kit
- ◆ Buy-a-Box Promotion
- ◆ Organized Play Store Launch Event
- ◆ Weekly Play Nights
- ◆ Lore Counters
- ◆ Disney Lorcana Ink Pins

CHANGES TO THE ORGANIZED PLAY KIT

We've had a fantastic first year of store play, and we believe this next year can be even better. Your feedback tells us that our League program wasn't fitting the needs of all our stores, so we're making some adjustments.

The most notable change is that promo materials should be given out every week. Awarding prizes at the end of each event makes the experience more exciting and engaging, especially for new players.

This is also a chance to create new and more varied types of events. With this set we're including a Buy-a-Box promo card, a promo card for a new launch event, and more structured weekly play. Our goal is to give you more chances to connect with players in ways that match how they want to play. If your players enjoy League play, we encourage you to find other ways to support that.

This is a first step in a constant evaluation of store play—we expect additional changes over time as we see what works best for our retailers and players. Your voice is an important part of this process! We greatly appreciate any feedback you can provide. Comments can be sent to LorcanaOP@ravensburger.com.



BUY-A-BOX PROMOTION

To help promote full box sales in your store, we've included 32 **Kronk – Laid Back** promo cards. Provide these for free to customers purchasing a full booster box of the *Archazia's Island* set in your store, while supplies last.

Please use the following guidelines:

- ♦ Buy-a-Box promo cards are provided to customers who purchase a full booster box, while supplies last.
- ♦ Buy-a-Box promo cards cannot be distributed to customers prior to the on-sale date of March 7, 2025.
- ♦ Buy-a-Box promo cards are provided only to customers that pick up their booster box in-store.
- ♦ At your discretion, you may limit the number of Buy-a-Box promo cards a customer can receive.

ORGANIZED PLAY STORE LAUNCH EVENT

As part of the Hobby Store release of *Archazia's Island*, we recommend running a launch event in the format outlined below and giving out the 64 **Snow White – Fairest in the Land** promo cards for participation, while supplies last.

- ♦ Players play 2 rounds of Pack Rush, best of 1 using *Archazia's Island* booster packs. (Pack Rush rules can be found here: <https://www.disneyorcana.com/en-US/resources>)
- ♦ Rounds don't need to be played at the same time. When a player has completed a round, they can play another round as soon as there's a new player to play against.
- ♦ At the end of each game, a player marks their results slip as a win or loss and has the opponent sign their name.
- ♦ After completing both games, have the player return their sheet to you, then award any prizes. Our recommendation is to award prizes based on number of round wins and to set the event entry cost accordingly. Be sure to communicate this as part of advertising your events.
- ♦ Players are encouraged to enter the event multiple times if they desire as long as you can accommodate them. You may choose either to give out promos for each entry as supplies last or to limit promos to one per person, depending on demand. Whichever you do, be sure to let players know in advance.

WEEKLY PLAY NIGHTS

As part of recurring play in your store and a replacement for the old League format, we recommend having a planned weekly play night. Choose a single format for these so that players know what to expect each week. Core Constructed and Pack Rush are great options, depending on your players' preferences. You could even offer both.

We recommend awarding booster pack prizes based on performance and giving out the following items at random to participants every week:

- ♦ 32 **Perdita – Playful Mother** promo cards (2 per week)
- ♦ 32 **Li Shang – Newly Promoted** promo cards (2 per week)
- ♦ 6 **Bolt – Superdog** pins (1 every other week)*
- ♦ 6 **Mad Hatter – Unruly Eccentric** pins (1 every other week)*
- ♦ 12 **Show Me More!** storage boxes (1 every week)

*By alternating these items you'll be able to provide 1 pin each week.

At this rate, you'll have 8 of each promo card as extras. Use those for more highly attended events during the season, or plan for one extra-large event toward the end of the season!



LORE COUNTERS

To help new players feel welcome and want to return, give the 6 **Belle – Mechanic Extraordinaire** lore counters to players participating in a *Disney Lorcana* event for the first time in your store.

DISNEY LORCANA INK PINS

We encourage you to award the 8 *Disney Lorcana* ink pins as you see fit to outstanding members of your community. These could be for helping teach new players to play, judging events, bringing friends, or whatever other behaviors you want to encourage. These pins should not be used as a sales promotion.

Please note that this kit and its contents are not for resale. For details, please refer to the *Disney Lorcana Hobby Store Program Terms & Conditions*.

Retailer and organized play resources are also available at www.disneylorcana.com/resources.

If you have any issues with or questions about this kit, please contact us at LorcanaOP@ravensburger.com.

List of Included Items:

- ◆ 32 **Kronk – Laid Back** promo cards
- ◆ 64 **Snow White – Fairest in the Land** promo cards
- ◆ 32 **Perdita – Playful Mother** promo cards
- ◆ 32 **Li Shang – Newly Promoted** promo cards
- ◆ 6 **Bolt – Superdog** pins
- ◆ 6 **Mad Hatter – Unruly Eccentric** pins
- ◆ 12 **Show Me More!** storage boxes
- ◆ 6 **Belle – Mechanic Extraordinaire** lore counters
- ◆ 8 *Disney Lorcana* Amber ink pins
- ◆ 18 *Disney Lorcana* unnumbered table tents
- ◆ 1 reference sheet



Kronk – Laid Back
promo card



Snow White – Fairest in the Land
promo card



Perdita – Playful Mother
promo card



Li Shang – Newly Promoted
promo card



Bolt – Superdog pin



Mad Hatter –
Unruly Eccentric pin



Disney Lorcana
Amber ink pin



Belle – Mechanic Extraordinaire
lore counter



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