

HELLO, EVENT HOST!

Thank you for choosing to run *Disney Lorcana TCG* programs and events! Weekly play returns with this Organized Play kit along with many promotions from the previous kit. Your kit for the *Disney Lorcana* set *Whispers in the Well* includes support for 12 weeks of in-store play activities.

In this document you will find the following topics:

- ◆ Buy-A-Box Promotion
- ◆ Organized Play Prerelease Events
- ◆ Weekly Play
- ◆ Bring a Friend Promo Card
- ◆ Lore Counters
- ◆ Stickers
- ◆ Disney Lorcana Ink Pins

BUY-A-BOX PROMOTION

To help promote full box sales in your store, we've included 30 **Scar – Eerily Prepared** promo cards. Provide these for free to customers purchasing a full booster display box of *Disney Lorcana Trading Card Game Whispers in the Well* in your store while supplies last.

Please use the following guidelines:

- ◆ Buy-A-Box promo cards cannot be distributed to customers prior to on-sale date of Friday, November 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 PRERELEASE EVENT

Kick off the *Whispers in the Well* season the right way with Prerelease events. We've included 60 **The Horseman Strikes!** promo cards to give out for participation while supplies last. These events should be run using either the Pack Rush or Sealed Deck format. Sealed Deck events are great for a longer and more structured tournament event. Pack Rush is ideal for shorter, rapid events and to allow for a more flexible play experience. Below are best practices for running these events:

PACK RUSH

- ◆ Players will play 2 rounds of Pack Rush, best of 1 using *Whispers in the Well* boosters. Pack Rush rules can be found [here](#).
- ◆ Rounds do not need to be played at the same time; when a player has completed a round they can play another 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 and award any prizes. Our recommendation is to award prizes based on number of round wins and to cost event entry accordingly. Make sure to communicate this as part of advertising your events.



- ♦ Players are encouraged to enter the event multiple times if they desire and you are able to 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 prefer, be sure to let players know in advance.

SEALED DECK

- ♦ In a Sealed tournament, each player is provided with a set of unopened booster packs from which they will build their deck.
- ♦ Each player should receive the same number of Whispers in the Well booster packs. Six is the minimum number of booster required and is the recommended number for Prerelease.
- ♦ Sealed decks must contain at least 40 cards. There is no maximum deck size, except that decks are limited in size by the card pool they are built from. Decks are not restricted in how many ink types they may contain and may contain any number of copies of any individual card.
- ♦ Full rules for Sealed Decks can be found in section 6 of the tournament rules found [here](#).

WEEKLY PLAY

Select a format that players can expect to see each week on the same day. Core Constructed, Infinity Constructed, Pack Rush, Draft, or Sealed Deck are great options depending on your players' preferences (or multiple if there is demand). We recommend awarding booster pack prizes based on performance and giving out the following items weekly at random to participants every week. The numbers listed below will more than cover a 12-week season. If you have more items than weeks you may give out more in a given week as long as you keep enough to last to the end of the season

- ♦ 30 **Zeus – Missing His Spark** promo cards (2 per week)
- ♦ 30 **The Great Illuminary** promo cards (2 per week)
- ♦ 12 *Whispers in the Well* storage boxes (1 every week)

BRING A FRIEND PROMO CARD

For Whispers in the Well we've included 90 **Elsa – Exploring the Unknown** promo cards to encourage bringing new players to your store. While supplies last, give one of these promos to anyone bringing someone in for the first time and one to the new player as well. This can extend beyond the end of this season if you have additional promos. This is something we're testing with *Whispers in the Well* and won't be in every OP kit. We'd like your feedback on the success of this program to hear how it works for you.

LORE COUNTERS

To help make new players feel welcome and want to return, give the 12 **Spooky Sight** lore counters to players participating in a Disney Lorcana event for the first time in your store. If you don't use all of these during this season, you can use them to support your events next season.

STICKERS

Included in the kit are 300 **Ariel – Ethereal Voice** stickers. These are to give out this season to those interested in Disney Lorcana. This could be as part of weekly play, to those making purchases, or even just those in store that seem interested! With 300 in the kit you should have plenty for the season and can continue to give them out after the *Whispers in the Well* season if you still have some left.

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 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:

- ◆ 30 Scar – Eerily Prepared promo cards
- ◆ 30 Zeus – Missing His Spark promo cards
- ◆ 30 The Great Illuminary promo cards
- ◆ 90 Elsa – Exploring the Unknown promo cards
- ◆ 60 The Horseman Strikes! promo cards

- ◆ 12 Whispers in the Well storage boxes
- ◆ 300 Ariel – Ethereal Voice stickers
- ◆ 12 Spooky Sight lore counters
- ◆ 8 Disney Lorcana Ruby Ink pins
- ◆ 1 reference sheet



Scar – Eerily Prepared
promo card



Zeus – Missing His Spark
promo card



The Great Illuminary
promo card



Elsa – Exploring the Unknown
promo card



The Horseman Strikes!
promo card



Ariel – Ethereal
Voice stickers



Disney Lorcana
Ruby ink pin



Spooky Sight
lore counter



Scan here for supported
localized instructions.