

# Black, Gold and Pixie Dust – Walt Disney World Resort sponsors the UCF Knights to bring more magic to the hometown team's gridiron



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**Orlando, Fla.,** Sept. 13, 2019 – With a new sponsorship agreement, Walt Disney World Resort hopes to spread some extra magic to Orlando's hometown college football team, the UCF Knights. Beginning this season, Knight fans will see a little extra pixie dust as Disney becomes the official Theme Park, Water Park, Resort and Cruise Line Destination of the university's football team.

The joint announcement was made today—as the 16th-ranked Knights football team prepares for its second home game on Saturday versus Stanford at Spectrum Stadium (3:30 p.m. [ET] kickoff on ESPN).

“Walt Disney World Resort and UCF share a commitment to making Central Florida a key destination for sports,” said Faron Kelley, vice president of Disney Sports. “With this agreement we hope to reach even more of Knight Nation.”

The new multiyear agreement includes shared marketing opportunities, in-game promotions at UCF home football games and Disney signage inside Spectrum Stadium. It also extends the existing relationship

between UCF and Disney which have joined together as part of the Disney Aspire education investment program. In May, UCF was added to the Disney Aspire network of schools. This groundbreaking program offers 100 percent free tuition to eligible hourly Disney employees and Cast Members, making it easier for them to pursue their dreams and fulfill their career ambitions.

“As Orlando’s hometown college football team, we are thrilled to be teaming up with Disney to add a touch of magic for fans at Spectrum Stadium,” said UCF vice president and director of athletics, Danny White. “Additionally, this agreement enables UCF to have the most unique student-athlete experience in the country as every year all of our student-athletes will have the opportunity to visit Walt Disney World Resort.”

The collaboration is a natural fit between UCF and Disney since both institutions are powerful economic engines in Orlando and across Florida. It also strengthens UCF’s already recognized position as one of the nation’s most affordable and best-value universities.

Fans can visit, <http://ucfknight.com/19singlegame>, to attend upcoming UCF home football games and be a part of the magic.

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### **About the University of Central Florida**

Founded in 1963 with a commitment to expanding opportunity and demanding excellence, the University of Central Florida develops the talent needed to advance the prosperity and welfare of our society. With more than 68,000 students, UCF offers more than 200 degree programs at its main campus in Orlando, medical school, Downtown Orlando campus, more than a dozen other locations in Central Florida and online. UCF is ranked by U.S. News & World Report among the nation’s top 20 most innovative universities and rated by Kiplinger and Forbes as one of the best college values in America. For more information, visit [ucf.edu](http://ucf.edu).

### **About Walt Disney World Resort**

Walt Disney World Resort is a contiguous, nearly 40-square-mile, world-class entertainment and recreation destination featuring four theme parks (Magic Kingdom, Epcot, Disney’s Hollywood Studios and Disney’s Animal Kingdom); two water parks (Disney’s Blizzard Beach and Disney’s Typhoon Lagoon); 36 resort hotels (26 owned and operated by Walt Disney World, includes nine Disney Vacation Club resort properties); 63 holes of golf on four courses; two full-service spas; Disney’s Wedding Pavilion; ESPN Wide World of Sports Complex; and Disney Springs, an entertainment-shopping-dining complex. Walt Disney World Resort is also included in Disney Cruise Line vacation packages. Located at Lake Buena Vista, Fla., 20 miles southwest of Orlando, Walt Disney World Resort opened Oct. 1, 1971. Open daily, year-round. For information on attractions and vacations at Walt Disney World Resort, visit [disneyworld.com](http://disneyworld.com), call (407) W-DISNEY or contact local travel agents.

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