



Disney Princesses

Children's theme party 30 second commercial

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Written by

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Toy Story

Set Up: It's a Royal Party (not a Ball)! There will be gifts for everyone, and wonderfully magical things to do. Birthday girl gets to dress up as Cinderella. Activity will allow guests to be the Princess of their choice

Engagement: This video will show how much fun everyone can have with a Disney Princess birthday party. Not as much around how "pretty" or "magical" the party is, but within the Princess theme, how easy it is to have non-stop fun.

Narrative: Birthday girl loves all the Disney Princesses, but Cinderella in particular. This girl isn't just a Princess..she's one who loves to have fun and make things.

Cast: female only, age 6 - 7

INT. FAMILY ROOM - INTRO AND INVITATION

Over various shots of party elements...

MOM (V.O.)

My daughter Katie is, well, a Cinderella story. So I decided to throw her the party of her dreams... A Disney Princess party!

Mom and Katie decorate invitations.

MOM

I knew it would be a hit when I saw how much fun she had decorating the invitations...

Mom and Katie laugh. Long shot of stickers on envelopes. They high five.

INT. ACTIVITY ROOM - TABLE DECO

Mom walks into undecorated room...

MOM

The key to throwing the perfect Disney party...

Animation trick: Mom walks across room and "magic" effect follows to reveal completely decorated room.

MOM (CONT'D)
...is a little magic! (then) And a
little help from Party City.

MOM (CONT'D)
The only thing Katie likes more
than balloons...

Various shots of Disney Princess balloons, foil castle
balloons, heart princess balloons...

MOM (CONT'D)
...is princess balloons!

We see quick shots of each princess dangler as mom says their
names.

MOM (CONT'D)
I made sure to invite Ariel,
Jasmine, Belle and Aurora...

KATIE ENTERS. Transition from a dangler to Katie, in full
costume.

MOM (CONT'D)
...and Cinderella!!

**NOTE: Don, I like doing the costume here - may even save a
set up and ditch the entryway.**

Katie does a little princess faerie curtsey and hugs mom.

MOM (CONT'D)
I couldn't believe how she looked
in that costume. Neither could she.

Mom shows Katie the Minnie Mouse table deco.

MOM (CONT'D)
I thought Minnie, Daisy, and Pluto
might want to come along, too.

Shot of Katie pointing to Pluto.

MOM (CONT'D)
(laughs) Katie agreed.

TIME CUT TO Mom leading Katie and her friends into...

INT. DINING ROOM

MOM
I don't usually start off with
sweets...

The girls cheer as Mom enters with a cupcake tower.

MOM (CONT'D)
Then again I don't usually have a
Disney Princess cupcake tower!

Shots of the girls pulling out the icing directions and
licking the frosting off of them.

MOM (CONT'D)
Adorable.

We see various shots of the table deco...

MOM (CONT'D)
With Party City's help, everywhere
the girls looked on the table...

Katie and her friends hold up a plate and centerpiece.

MOM (CONT'D)
...there was another princess!

TIME CUT TO

Girls finishing cupcakes. We see mom put a CD in a CD player.
Music starts.

MOM (CONT'D)
What's a Disney movie...

Girls sing along every word to "Part Of Your World."

MOM (CONT'D)
...with out a little sing along?

Shot of the CD.

MOM (CONT'D)
Party City had just the right
collection...

Mom sings with the girls. Everyone laughs.

MOM (CONT'D)
(laughs) I couldn't resist joining
in!

Music swells, zoom in on a princess in the background table cloth...

FADE TO

INT. ACTIVITY ROOM

...to the princess party game. Widen to reveal a couple girls playing with it.

MOM

Now that the girls tummies were full and voices warmed up, it was time to play games...

A girl places a sticker on the party game.

MOM (CONT'D)

The Princess party game was a total hit...

Shot of the Sand art kit.

MOM (CONT'D)

...and oh my gosh was it fun to see what my little artists created with the Sand Art...

Shot of a couple girls playing with the paint by numbers.

MOM (CONT'D)

And the Disney Princess paint by numbers kit!

TIME CUT TO:

INT. ACTIVITY ROOM

Girls are gathered underneath the pinata...

MOM

But without a doubt, the highlight of the party was the Princess Pinata!

All the girls pull string. Slow-mo artistic shot of the candy and prizes falling.

MOM (CONT'D)

And I was just as happy this pinata
breaks by pulling strings. (laughs)
Because princesses don't use bats!

All the girls load up their loot and laugh.

INT. ACTIVITY ROOM

Mom hands each girl a stationary set.

MOM

This is one party I didn't want
anyone to forget, so I sent all of
Katie's friends home with a
stationery set...

We see Katie playing with the set.

MOM (CONT'D)

(laughs) Katie couldn't wait to
open hers.

Close on the various items, pencil/pencil sharpener,
notebook, 4 mini markers in blue, pink, yellow and purple,
and Katie drawing something.

MOM (CONT'D)

In the end, I'm the one who got the
best present...

Katie holds up her creation. It says "I love you, Mommy!"
They hug.

MOM (CONT'D)

Thanks Party City -- you made me
cry... again.

THE END