 Checkout the official website!!

PIRATES OF THE CARIBBEAN:
DEAD MAN’S CHEST

www.pirates.movie.com

Get ye promotional word out early mates... 
...there be sea farers and scallywags alike seeking thrills and chills 
at your shores come summertime...

If your theatre has its own website you may create a hyperlink to the official
PIRATES OF THE CARIBBEAN: Dead Man’s Chest website. In addition, 
provide the website address on all flyers, press releases and media
advertising you create for PIRATES OF THE CARIBBEAN: Dead Man’s
Chest.
“You will have a chance to do something brave, and in that moment you will discover something…”
…that you are a good man.”
- Elizabeth Swann to Jack Sparrow
- from “Dead Man’s Chest”

The Story...

Inspired by the Disneyland, Walt Disney World, Tokyo Disneyland and Disneyland Resort Paris attractions with the same name, PIRATES OF THE CARIBBEAN: Dead Man’s Chest is the exhilarating, swashbuckling, edge-of-your-seat adventure follow-up to Walt Disney Picture’s 2003 release PIRATES OF THE CARIBBEAN: The Curse of the Black Pearl. Like the original film, DEAD MAN’S CHEST once again transports movie-goers to the wild, untamed islands and waters of the 17th Century Caribbean Sea.


Returning to roam and romp the high seas are Johnny Depp as the free-spirited pirate—Captain Jack Sparrow; Orlando Bloom as the handsome and gifted swordsman—Will Turner; and Keira Knightley as the beautiful and alluring—Elizabeth Swann. Also back from the original cast are Jack Davenport as James Norrington and Jonathan Pryce as Governor Weatherby Swann.

DEAD MAN’S CHEST opens far from the Caribbean, with Jack Sparrow held captive in a Turkish Prison along the cliffs of the Mediterranean Sea. Eventually Jack manages to escape and reunite with his crewmates aboard his beloved vessel the Black Pearl; however, the joy of the reunion is cut short when a black mark appears on his hand. When Jack is shortly thereafter confronted with a mysterious visit from an old friend, he is reminded that a thirteen year old bargain he struck with the legendary Davy Jones is due to be paid in full—payment being a lifetime of servitude aboard Jones’ ghost ship, the Flying Dutchman. If Jack ignores his fate, Davy Jones will summon the Kraken, a giant squid-like sea creature to hunt down the Black Pearl, dragging it and all her crew—along with Jack Sparrow to the depths of the ocean.
Story (continued)

What ensues is a race against destiny which reunites Jack with Will Turner and Elizabeth Swann. Our heroes confront new challenges and new adventures that will bring them face-to-face with an island of flesh-eating cannibals and the ghostly pirates of Davy Jones’ Flying Dutchman. In hot pursuit are a host of adversaries including the dishonored former Commodore of the British Navy at Port Royal—James Norrington, as well as the arrogant and manipulative Lord Cutler Beckett, the man responsible for branding Jack Sparrow with the pirate “P” many years before.

Through their trials and tribulations, many questions will be answered:

- Why does Jack Sparrow’s compass never point due north?
- What are the whereabouts of pirate “Bootstrap” Bill Turner?
- Where can Davy Jones’ chest be found and what is hidden inside?

The thrilling conclusion of PIRATES OF THE CARIBBEAN: Dead Man’s Chest will leave moviegoers enthralled as Jack Sparrow’s fate hangs in the balance and Will Turner, Elizabeth Swann, and the crew of the Black Pearl join forces to journey to the “...End of the World...” to save their friend—Captain Jack Sparrow.

“Yo-ho... Yo-ho... The pirate’s life for me....”

“Pirates of the Caribbean” Disneyland attraction fun facts:

- When it was originally conceived, the Pirates of the Caribbean attraction was planned to be a pirate wax museum. Later it was developed as a “walk-through” attraction before eventually being transformed into a ride.
- After nearly ten years of development, Pirates of the Caribbean debuted at Disneyland on March 18, 1967.
- The attraction featured an assortment of sixty-four pirates and fifty-five animals including cats, dogs, pigs, parrots, chickens and donkeys.
- In the attraction, an 1,838-foot flume barrels and buckles along a channel holding 750,000 gallons of water all contained within two stage buildings encompassing a total 112,826 square feet.
“A dishonest man can always be trusted to be dishonest.
It’s the honest ones you can’t predict.”
- Jack Sparrow to Captain Barbossa
- from “The Curse of the Black Pearl”

The players of Dead Man’s Chest are an assortment of cutthroats, ghosts, maidens, monsters, soothsayers, seafarers, a monkey that cannot die... and of course—pirates...

**Jack Sparrow:** Captain Jack Sparrow carries a compass that refuses to point due north, but it does point toward that which the heart most desires. He can be described as an honest “dishonest man” and his true bliss stems from leading the pirate life on the high seas. A little-known-fact about Jack is that he didn’t begin his career as a pirate, but as a merchant marine captain aboard the Wicked Wench, a vessel which he would eventually re-christen as the Black Pearl. In addition to the tattoo of a flying sparrow, his right arm also sports the “P” brand for pirate—placed there a long time ago by Lord Cutler Beckett.

**Will Turner:** The son of pirate “Bootstrap” Bill Turner, Will Turner is an accomplished blacksmith by trade, an excellent swordsman by pursuit and a budding pirate by fate. Rescued as a child at sea by Elizabeth Swann, he and Elizabeth are on the verge of marrying when their latest adventure with Captain Jack Sparrow interrupts their well laid plans. Will is torn between two worlds—one imposed by the strict standards of society and the other dictated by the freedom of leading the pirate life.

**Elizabeth Swann:** Love interest of Will Turner and daughter of Governor Weatherby Swann, Elizabeth led a fairly sheltered life of privilege on Port Royal until Jack Sparrow rescued her from drowning. With an adventurous spirit and the need to break societal boundaries, she has long been fascinated with the freewheeling world of buccaneers. Her favorite song is “Yo-ho... Yo-ho... the pirate’s life for me...”
“You’ve got a pistol with only one shot, a compass that doesn’t point north...and no ship. You are without a doubt the worst pirate I have ever heard of.”
- James Norrington to Jack Sparrow
- from “The Curse of the Black Pearl”

James Norrington: Obsessed with crushing Jack Sparrow, Norrington was decommissioned after losing his ship and all her crew while selfishly pursuing the Black Pearl through a hurricane. Eventually he’ll go to any length necessary as a means of regaining a commission within the navy and reclaiming what he believes to be his rightful destiny.

Davy Jones: The condemned captain of the Flying Dutchman, Davy Jones preys on wayward sailors lost at sea. Those who wish to avoid death and final judgment serve Jones aboard his haunted vessel, eventually becoming a part of the ship itself, forever enslaved to its terrifying captain. Davy Jones also commands the Kraken, a great squid-like beast of the sea.

Bootstrap Bill Turner: The pirate father of Will Turner, Bootstrap Bill is condemned to serve before the mast of the Flying Dutchman for 100 years. Racked by guilt and filled with regret for having deprived himself the chance of being a father to his only son, Bootstrap Bill is truly a lost soul at sea.

Lord Cutler Beckett: Sent to Port Royal with the blessing of the crown, Lord Cutler Beckett will stop at nothing to capture his old adversary Jack Sparrow—his true aim in capturing Sparrow is to acquire Jack’s compass. Beckett is ruthless, manipulative, mean-spirited and arrogant.

Tia Dalma: A mysterious voodoo priestess living in the Cypress Forest along the Pantano River, Tia Dalma is the person who originally gave Jack Sparrow his “broken” compass. She will eventually send Will Turner, Elizabeth Swann, and the crew of the Black Pearl to the “end of the world” in search of Jack Sparrow.

Are ye prepared to...
“...brave the weird and haunted shoals at the world’s end...”
- Tia Dalma to the crew of the Black Pearl
- from “Dead Man’s Chest”
Buena Vista Marketing Materials

ONE-SHEETS: Teaser and Final one-sheets have already shipped. Please be sure that these are displayed prominently throughout your theatre.

MINI ONE-SHEETS: Mini one-sheets for PIRATES OF THE CARIBBEAN: Dead Man’s Chest are available. Use these as prizes for in-theatre contests, opening weekend celebrations or cross-promotion events. Here are some ideas:

- Snipe with your theatre name and display at area retailers.
- Decorate walls & hallways in your theatre with mini one-sheet collages.
- Professionally framing a mini one-sheet will increase its value, enhance its appearance and truly make it a collector’s item. By providing lobby signage (or a screen advertising slide) to a local frame shop/art store, you can procure their services for the mini one-sheet framing free of charge.
- Audience Greetings: Award DEAD MAN’S CHEST minis to theatre patrons who find a plastic “key” or cutout of a “key” beneath their theatre seat. These “audience greetings” should target teens and tweens during film showings of X-Men: The Last Stand (5/26), Cars (6/9) and/or Superman Returns (6/30) prior to the release of DEAD MAN’S CHEST.

STANDEE: Standees are available in three versions—single pillar, double pillar and four pillar styles.

PLAYING CARDS: Featuring the famous pirate skull with cross bones and your favorite characters from the films, these playing cards are an excellent item for media promotions and special events.

T-Shirts: Perfect for radio, television and newspaper promotions, as well as special events such as radio live remotes at your theatre location!

Quantities are limited for all promotional materials and are available on a first come, first serve basis. Call your local BVPD Marketing Coordinator as soon as possible to discuss your promotional plans for PIRATES OF THE CARIBBEAN: Dead Man’s Chest.

Christina Nedelec
Western Division
800.858.1648
christina.nedelec@disney.com

Nayery Markarian
Central Division
800-858-1648
nayery.markarian@disney.com

Greg Misa
Eastern Division
800-858-1648
greg.misa@disney.com

Antonella Zappone
Canada
800.263.2853 (x3389)
antonella.zappone@disney.com

DON’T FORGET! In order for us to continue our successful radio promotions and to be able to provide you with these exclusive premium items, we need you to send us an air-check on cassette and affidavit from your radio promotion. AND... Be sure the station mentions the participating theatre and circuit in all on-air spots!!
Lobby & In-Theatre Promotions

In the words of Jack Sparrow, “...what good is a key with nothing to unlock and what good is something locked without a key to open it...”

...Well me hearties, this here guide be your key to unlocking a thrilling DEAD MAN’S CHEST promotion at your theatre... So swab the deck, weigh anchor, keep abreast of starboard and keep afar of Davy Jones’ locker and ye have no fear!

The following ideas will create awareness for DEAD MAN’S CHEST at your theatre while also instilling a sense of camaraderie among your “crew” members and mates!

- Have your “crew” (concession and box office staff) dress as pirates. Simple clothing articles such as tube socks, bandannas, eye patches and vests can transform any “landlubber” into a high seas scallywag!

- Prior to the opening of DEAD MAN’S CHEST, create flyers (for distribution in your theatre and parking lot) inviting patrons to return to see the film during the weekend of July 7th thru the 9th dressed as pirates. Award prizes (including mini-posters and added value concession offers) to patrons wearing the most imaginative costumes.

- In DEAD MAN’S CHEST, Jack Sparrow’s compass never seems to point north, but it always points toward that which the heart most desires. Organize your “crew” members to create a magic wheel (in the form of a compass) and erect it within your theatre lobby. Create different settings on the wheel such as “spin again,” “black spot,” and “prize”—when a patron’s spin rests on “prize” he or she can pick the prize that their “heart most desires” such as a mini one-sheet, a deck of DEAD MAN’S CHEST playing cards, or an item provided from a retail partner, etc. Be sure to display flyers and make front of house announcements in the weeks leading up to the opening inviting the public to take part.

- The Kraken is a gigantic, multi-tentacle sea creature that appears in DEAD MAN’S CHEST. Have your “crew” paint octopus-like tentacles along the many windows of your theatre entrance and lobby (never showing the entire creature) just the tentacles stretching about and rising up from “below.” Add the Pirates skull and title in various spots to give the display that mysterious “Pirates of the Caribbean” flare!

- DEAD MAN’S CHEST is filled with an assortment of exotic animals—“Jack” the monkey, Cotton’s Parrot, not to mention some very far out sea creatures too. Invite a local aquarium, exotic bird retailer or petting zoo to your theatre during opening weekend and bring these fabulous creatures up close and personal to your theatre guests. Create an event flyer inviting the public to come to the theatre. Display them throughout your lobby and at your retail partner locations in the weeks leading up to the opening of the film or the event date.
Local Retail Promotions and “Bouncebacks”

A bounce-back is a promotion in which you encourage patrons to visit your theatre to see **DEAD MAN’S CHEST** and you encourage those same patrons to visit the retailer that is working with you on promoting the film – bouncing them back and forth between two or more locations.

- **First Bounce:** Get exposure by displaying a **DEAD MAN’S CHEST** full sized one-sheet or mini one-sheet (sniped with your theatre name and location) at the retailer. Drive customers to your theatre by providing a special offer or added value to any moviegoer seeing **DEAD MAN’S CHEST** who brings in a sales receipt from your retail partner.

- **Bounce-back:** Drive patrons who see **DEAD MAN’S CHEST** at your theatre back to your retail partner by creating a special offer for customers who bring a ticket stub from the film.

Remember to draw attention first and foremost to **DEAD MAN’S CHEST** as the centerpiece of any retail tie-in promotion that you and your partner(s) organize.

- **Travel Agency:** Invite a local travel agency to display Caribbean and travel brochures, maps and information in your theatre lobby and/or box office area. In turn, have the travel agency display **DEAD MAN’S CHEST** mini one-sheets that are sniped with your theatre’s name, location and show-times.

- **Bookstore:** Display a sniped **DEAD MAN’S CHEST** one-sheet at a local bookstore. Offer an added value concession coupon to patrons who present a receipt from the bookstore. In turn, the bookstore will offer an added value on pirate-themed books and merchandise when patrons bring their **DEAD MAN’S CHEST** ticket stub from your theatre.

- **Hobby Shop or Comic Book Store:** Jack Sparrow bares the permanent brand of a pirate “p” on his right arm. Work with a local hobby shop, book or comic book store. Any patron purchasing a pirate-themed item during opening week of **DEAD MAN’S CHEST** is branded with a “p” stamp on the hand (or provided a “p” stamped receipt.) When he or she purchases a **DEAD MAN’S CHEST** ticket at your theatre and reveals the “p” stamp they receive an added value offer from your concession stand.

Ask that your retail partners create a display in store of “pirates” themed, Caribbean, nautical or **PIRATES OF THE CARIBBEAN: DEAD MAN’S CHEST** licensed products and include mini posters sniped with your theatre information.
National Partners List

National Tie-ins: Contact one of the sponsor’s listed below to arrange a bounceback promotion that drives traffic to your theatre. Offer a small or medium popcorn to anyone presenting a receipt when seeing **DEAD MAN’S CHEST**. In turn, these retail partners can offer an added-value to patrons who present a **DEAD MAN’S CHEST** ticket stub from your theatre. Cross-promote the film at the retailers location by posting a mini one-sheet with your theatre name, address and showtimes. Please note that all companies listed below have programs that take place in the US, Canada and Puerto Rico, unless otherwise noted.

- COCA COLA-ACCOUNT SPECIFIC ONLY
- GEORGIA PACIFIC
- KELLOGG’S (US and Canada only)
- KODAK
- LUNCHABLES AND KRAFT SINGLES -KRAFT
- MADAM TUSSAUDS
- MASTERFOODS -M&M’s; MARS
- McDonald’s
- MSN
- NORTHWEST AIRLINES
- SAFEWAY
- THE ISLANDS OF THE BAHAMAS
- TOP DOGS -MAPLE LEAF FOODS (Canada only)
- VERIZON
- VISA CANADA (Canada only)
- VOLVO

- McDonald’s: Provide sniped **DEAD MAN’S CHEST** mini one-sheets for display at your local McDonald’s Restaurant. Encourage them to offer special meal deals to patrons that visit with a **DEAD MAN’S CHEST** ticket stub from your theatre. In exchange, offer added value concession coupons to patrons who visit your theatre with a McDonald’s meal receipt when seeing **DEAD MAN’S CHEST**.

“Now... bring me that horizon...”
- Jack Sparrow to himself
- from “The Curse of the Black Pearl”
Media Promotions

Avast mates! There be no better way to ring true and ring loud that pirates be invading your theatre this summer than to broadcast it to every bucko, lass, lad, landlubber, sea dog and old salt within cannon shot!

The following ideas will make your **DEAD MAN’S CHEST** promotion sharper than a pirate’s cutlass and louder than a kraken’s roar (if a Kraken can roar?)

- In **DEAD MAN’S CHEST** “Letters of Marque” are official documents granting legitimacy or pardon to a pirate. Create a contest involving a local newspaper and day spa. Have the newspaper run a “letter of marque” enter-to-win form in its pages inviting readers to mail-in the form listing chores, homework, housekeeping, etc. they wish to receive “pardon” from. The lucky winner gets a spa treatment in the afternoon and two tickets to see **DEAD MAN’S CHEST** plus a free soda and popcorn at your theatre in the evening. (A mock “Letter of Marque” template is provided in this guide to assist you with this promotion.)

- Develop a newspaper essay contest in which a travel agency awards a trip to the Caribbean—secure radio and/or television coverage as well. Invite newspaper readers to write an essay explaining “Why I need to escape to the Caribbean.” Devote lobby signage and on-screen slides announcing the contest and your partners (travel agency, radio station and newspaper.) Entries can be mailed into the theatre or newspaper or submitted online and the most original essay wins the trip!

- A major plot point in **DEAD MAN’S CHEST** involves our heroes searching for Davy Jones’ hidden chest. Keeping true to this theme, contact a local radio station to arrange a remote broadcast where the radio station personalities provide clues as to their “whereabouts.” Invite listeners to locate the radio remote and get a chance to win various “pirate” prizes.

- Using the trivia questions within this guide, arrange with a radio station to invite listeners to call in with the correct answers. Callers with correct answers are awarded **DEAD MAN’S CHEST** premiums and/or ROE passes. *(NOTE: Excess passes may result in additional film rental billing.)*

- Run an on-air contest with a radio station inviting listeners to call-in with their best pirate imitation (think “Argh.”) Award prizes such as premiums and **DEAD MAN’S CHEST** ROE passes.

- Create flyers on parchment paper (like a torn treasure map) announcing the July 7th arrival of **DEAD MAN’S CHEST** in theatres. Flyers may also announce contests, events and promotions at your theatre.

*All media promotions must be cleared through your local BVPD Marketing Coordinator to avoid conflicts. Please see promotional guidelines in the rear of this guide.*
MEDIA PROMOTIONAL REQUEST FORM
(PLEASE FILL OUT COMPLETELY AND ATTACH WITH THE MEDIA PARTNER’S PROMOTIONAL AGREEMENT)

Will you play DEAD MAN’S CHEST radio spots on air?  Yes  o  No  o

What dates will the radio spot air?  _______________________________

If yes, how many times will the spot play?  __________________

Radio value per spot:  $  ______________

How many mentions will DEAD MAN’S CHEST receive?  ______________

Radio value per mention:  $  ______________

TOTAL PROMOTIONAL MEDIA VALUE:  $  ______________

I would like to request radio spots & premiums for DEAD MAN’S CHEST.

  o Premium Playing Cards  o Premium T-Shirt

  o MP3 (electronic file)

Please provide your e-mail address if requesting MP3 spot

Details:  ________________________________________________

________________________________________________________________

Christina Nedelec
Western
christina.nedelec@disney.com

Nayery Markarian
Central
nayery.markarian@disney.com

Greg Misa
Eastern
greg.misa@disney.com

Tel: 800-858-1648
Fax: 818-566-1050

Antonella Zappone
Canada
Tel: 800-263-2853 (x3389)
Fax: 416-596-3382
antonella.zappone@disney.com
Provide the below “Letter of Marque” contest template to a newspaper partner for publication prior to the release of **DEAD MAN’S CHEST**. Refer to the Media Promotions section of this guide (page 11) for instructions on using this template for a register-to-win contest involving a newspaper and other promo partners.

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**Letter of Marque**

**HIS EXCELLENCY**

Lord Cutler Beckett, Baronet, L.L.D.

Over His Majesty’s Province of Port Royal, and it’s Dependencies, & c. & c. & c....

---

This letter of marque is to certify that _______________________________ on the

(date of ________________________ has applied for a granted pardon from one day

(list your name above)

(list today’s date)

of chores, aggravation, stress, and all other common activity such as that makes one dream of

(list those chores and stresses you wish to gain pardon from for a day)

leading the free wheeling life of a “Pirate of the Caribbean.” By virtue of the Power &

Authority decreed by His Majesty’s pleasure, this letter Authorizes and Empowers the above

listed entrant a chance to win and be granted said pardon and **some great prizes too!**


Entrant’s Name:   _____________________________

Entrant’s Address:   _______________________________

Entrant’s Telephone #:  ____________________________
The below game template (cut at the dotted lines and make copies) is a great way to get theatre patrons to return to see **DEAD MAN’S CHEST** again!

Hand out copies as patrons exit auditoriums playing **DEAD MAN’S CHEST**. Create a ballot-box (in the form of a treasure chest) and invite them to test their knowledge and “take the challenge!” Award “pirate” prizes and/or a concession offer to the winner(s) with the most correct answers.

**Answer key:**
1) J 3) I 5) D 7) F 9) C
2) A 4) H 6) B 8) E 10) G

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**Take the DEAD MAN’S CHEST challenge!**

Ahoy ye bilge-sucking landlubbers... If ye be a worthy sea dog than ye might’n be able to match the description of the location, artifact or vessel with its proper name below... give ye a try, but beware if ye miss... ye might get a taste of the sharp end of thy cat o’nine tails... *argh!*

1. A major British settlement and trading hub in Kingston Harbor on the Southeastern side of Jamaica: __________________

2. Originally a merchant ship named the Wicked Wench, Jack Sparrow renamed this vessel and is her captain: __________________

3. This island serves as the ramshackle haven for pirates, rogues, scoundrels, outlaws and sailors in the Caribbean: __________________

4. Also known as Isla de Pelegostos, it is the home of an indigenous tribe of flesh eating natives: __________________

5. Ghost shipped captained by Davy Jones: __________________

6. This always points to what the heart most desires: __________________

7. A game played by the crew of the Flying Dutchman: __________________

8. Appears when one is marked for death by the Kraken: __________________

9. This “pet” appears in both CURSE OF THE BLACK PEARL and DEAD MAN’S CHEST and he has more lives than a cat: __________________

10. Davy Jones cannot step upon land, so Jack Sparrow should be safe from him as long as he carries a magical jar of: __________________

   A-The Black Pearl  
   B-Jack’s Compass  
   C-“Jack” The Monkey  
   D-The Flying Dutchman  
   E-The Black Spot  
   F-Liar’s Dice  
   G-Dirt  
   H-Cannibal Island  
   I-Tortuga  
   J-Port Royal

Entrant’s Name: _____________________________

Telephone #: _______________________________
Trivia Questions

Use these fantastic questions for media promotions involving radio, television and/or newspaper tie-ins. (Please note that all media related promotions must be cleared with your local BV representative.)

1. The film PIRATES OF THE CARIBBEAN: Dead Man’s Chest is inspired by an amusement attraction that can be found at four Disney resorts—Disneyland, Walt Disney World, Tokyo Disneyland and Disneyland Resort Paris. What is the name of this attraction?
   A) THE PIRATE RIDE
   B) THE BLACK PEARL
   C) PIRATES OF THE CARIBBEAN
   D) THE CRIMSON PIRATE

2. The original PIRATES OF THE CARIBBEAN ride attraction debuted at Disneyland in Anaheim, CA during March of what year?
   A) 1957
   B) 1967
   C) 1977
   D) 1987

3. Returning in PIRATES OF THE CARIBBEAN: Dead Man’s Chest from The Curse of the Black Pearl is the Prison Dog. What item does this dog carry in his mouth?
   A) KEY RING
   B) BONE
   C) SCOOBY SNACK
   D) EAST INDIA COMPANY’S MAP OF THE WORLD

4. PIRATES OF THE CARIBBEAN: Dead Man’s Chest is the follow-up sequel to what 2003 Walt Disney Pictures box-office smash hit?
   A) CAPTAIN BLOOD
   B) THE CURSE OF THE BLACK PEARL
   C) THE CRIMSON PIRATE
   D) TREASURE PLANET

5. In PIRATES OF THE CARIBBEAN: Dead Man’s Chest what is the name of the vessel captained by Davy Jones?
   A) JOLLY MON
   B) EDINBURGH TRADER
   C) BLACK PEARL
   D) FLYING DUTCHMAN

6. In PIRATES OF THE CARIBBEAN: Dead Man’s Chest pirate “Bootstrap Bill” is whose father?
   A) JACK SPARROW
   B) ELIZABETH SWANN
   C) WILL TURNER
   D) DAVY JONES
Trivia Questions (continued)

7. The logo for PIRATES OF THE CARIBBEAN: The Curse of the Black Pearl featured a skull and two crossed swords, in the logo for PIRATES OF THE CARIBBEAN: Dead Man’s Chest what two items are crossed behind the skull?
   A) BONES
   B) TORCHES
   C) BOTTLES
   D) PISTOLS

8. In PIRATES OF THE CARIBBEAN: Dead Man’s Chest, what item would raise Jack Sparrow from ordinary pirate to “privateer” in the employ of the British government?
   A) NORRINGTON’S CEREMONIAL SWORD
   B) LETTERS OF TRANSIT
   C) BECKETT’S CANE, THE PIRATE BRAND
   D) LETTERS OF MARQUE

9. In PIRATES OF THE CARIBBEAN: Dead Man’s Chest Jack Sparrow captains the Black Pearl. The Black Pearl was originally a merchant vessel named what?
   A) WICKED WENCH
   B) FLYING DUTCHMAN
   C) H.M.S. DAUNTLESS
   D) H.M.S. INTERCEPTOR

10. Returning in PIRATES OF THE CARIBBEAN: Dead Man’s Chest from The Curse of the Black Pearl is Captain Barbossa’s pet monkey. What is the name of this amazing monkey?
    A. CORTES
    B. PINTEL
    C. JACK
    D. RAGETTI

11. In PIRATES OF THE CARIBBEAN: Dead Man’s Chest what is the item that Jack Sparrow must take which hangs from Davy Jones’ neck?
    A) ELIZABETH’S PIRATE MEDALLION
    B) CORTES’ AZTEC GOLD
    C) KEY TO DAVY JONES’ CHEST
    D) JACK’S COMPASS

12. In PIRATES OF THE CARIBBEAN: Dead Man’s Chest Jack Sparrow’s compass never points north; however, it does point where?
    A) TO WHAT THE HEART MOST DESIRES
    B) TO CORTES’ AZTEC GOLD
    C) TO DAVY JONES’ CHEST
    D) TO ISLA CRUCES

13. In PIRATES OF THE CARIBBEAN: Dead Man’s Chest what is the name of the giant sea creature that serves Davy Jones?
    A) CYCLOPS
    B) LOCH NESS MONSTER
    C) BALROG
    D) KRAKEN
14. In **PIRATES OF THE CARIBBEAN: Dead Man’s Chest** Jack Sparrow becomes a marked man for the Kraken when what appears on his hand?  
   A) “P” BRAND FOR PIRATE  
   B) BLACK SPOT  
   C) CURSE OF ISLA DE MUERTA  
   D) A CUT FROM BOOTSTRAP BILL’S BLACK KNIFE

15. In **PIRATES OF THE CARIBBEAN: Dead Man’s Chest** Keira Knightley reprises her role as Elizabeth Swann. Which 2004 action/adventure film (also produced by Jerry Bruckheimer) did Keira Knightley play a major part?  
   A) NATIONAL TREASURE  
   B) VERONICA GUERIN  
   C) KING ARTHUR  
   D) GONE IN SIXTY SECONDS

16. In the **PIRATES OF THE CARIBBEAN** films, a person under pirate attack can invoke temporary protection and brought before the captain of the attacking force to “negotiate.” What is this called in pirate terms?  
   A) PARLAY  
   B) TRUCE  
   C) AGGRESSIVE NEGOTIATION  
   D) POWWOW

17. Isla de Pelegostos is an island that appears in **PIRATES OF THE CARIBBEAN: Dead Man’s Chest**. The island goes by another name too—what is that name?  
   A) PIRATE ISLE  
   B) GHOST ISLAND  
   C) PELICAN ISLE  
   D) CANNIBAL ISLAND

18. In **PIRATES OF THE CARIBBEAN: Dead Man’s Chest**, Cotton the pirate returns with his pet parrot. What kind of parrot is it?  
   A) AFRICAN GREY PARROT  
   B) BLUE AND GOLD MACAW PARROT  
   C) HYACINTH MACAW PARROT  
   D) AMAZON PARROT

19. In **PIRATES OF THE CARIBBEAN: Dead Man’s Chest** there is only one game played by the lost souls serving on Davy Jones’ ship the Flying Dutchman. What is that game?  
   A) LIAR’S DICE  
   B) SOLITAIRE  
   C) PATIENCE  
   D) CROOKED DICE

20. While it was still in the planning stage, the **PIRATES OF THE CARIBBEAN** ride at Disneyland in Anaheim, CA was originally intended to be what specific type of attraction?  
   A) ROLLER COASTER  
   B) WAX MUSEUM  
   C) LIVE PERFORMANCE SHOW  
   D) RESTAURANT
PIRATES OF THE CARIBBEAN: DEAD MAN’S CHEST - PROMOTIONAL GUIDELINES

Great theatres and great films make great added-value promotions. It is in our mutual best interest that you do not discount movie
tickets, offer two-for-one pricing or lessen the value of your theatre or our film. Consult your license agreement and please check with
your Film Department before setting up pass promotions – you could incur additional film rental billing if you don’t.

IMPORTANT NOTE: You must comply with all laws and regulations applicable to contests and premium promotions. For contests
involving games of chance, there must be “no purchase necessary” to enter and win. You must also comply with Official Contest Rules.
All entries that fail to comply with applicable laws, regulations or Contest Rules will be disqualified.

**By participating in any of the above promotions or by using any BVPD Marketing materials, you agree to the following Promotional Guidelines:**

1. Clear all promotions, including radio promotions and local tie-ins, in advance with your Buena Vista Pictures Distribution
(“BVPD”) Marketing Coordinator.

2. Create film displays at off-site locations to attract customers to your box-office.

3. Require entry forms for contests and sweepstakes to be returned to your theatre instead of a local tie-in partner’s establishment.
(Remember your ultimate goal is to drive business for this film into your theatre.)

4. Use the Theatre Display and Promotional Materials that BVPD provides to promote ticket sales to the film. Theatre Display Materials
include 1-sheets, standees, banners, mobiles, static clings, character cut outs and any other material we provide to decorate your
lobby. Promotional Materials include buttons, mini-posters and any other material we supply for contests and promotions. We suggest
you:

- Use Theatre Display and Promotional Materials to decorate your theatre lobby, box-office, concession, stand and other areas
within your theatre building.
- Tag Theatre Display and Promotional Materials with your theatre information and display them in retail stores outside your
theatre to attract customers. Do not alter Theatre Display or Promotional Materials, unless a BVPD Marketing Coordinator
pre-approves the alterations.
- Use Promotional Materials as prizes for in-theatre contests that are designed to attract customers to the film. Do not use
Promotional Materials as give-aways to promote the sale of anything other than the movie. (For example, your theatre should
never give Promotional Materials as an inducement to buy the retailer’s own product.)
- Request additional Theatre Display or Promotional Materials from your local BVPD Marketing Coordinator when your
promotion requires additional quantities. Do not create your own materials using BVPD’s characters or artwork without
BVPD’s approval. Do not reproduce BVPD materials other than contest flyers, which may be reproduced to promote the film.
- We are supplying you with Promotional Materials on the condition that you will not sell them without BVPD’s written
authorization. Contact your local BVPD Marketing Coordinator to obtain authorization.
- Theatre Display Materials such as 1-sheets and trailers remain the property of BVPD at all times and must be destroyed after
your engagement. They may not be sold.

5. Use the film name, character names and likenesses that BVPD provides you only when promoting the film. When planning your
activities, check with your BVPD coordinator on the correct use of character names and likeness for promotions, including the
following:

- Events
- Concessions
- Merchandise
- Costumes
- Charities (Must be approved through your BVPD Marketing Coordinator*)

Keep in mind that characters cannot endorse products or promotions. They must remain in their own “environment” created in the film.
For example you may not use the image of a character holding a bucket of popcorn, or the image of a character with a speech balloon
from its mouth promoting the sale of popcorn. Do not use characters or artwork from Disney movies in connection with artwork
promoting other company’s movies, products or services.

6. Write-up your promotion so we can hear about your activities.

7. Please forward an Air-Check at the conclusion of your media promotion(s).

*Because of the great popularity of its films and related Promotional Materials and products, The Walt Disney Company had established a
special corporate department to deal with all charities and charitable requests. The BVPD Marketing Coordinator will submit any request to this
department.