



Official LEGOLAND® Blogger Program

The Official LEGOLAND Blogger Program is divided into three categories of bloggers- Insider, Specialist and Expert. Each category provides unique and exciting benefits consistent with the associated level of requirements. Through the program we aim to generate open communication between LEGOLAND California and the blogger community in order to provide our audience with an authentic parent perspective.

When can I apply?

We are always encouraging new bloggers to join the fun, and will be accepting applications for Insiders on a rolling basis. The application is available [here](#).

Specialist applications are made available on a bi-annual basis; once at the end of spring and again at the end of fall. Only Official LEGOLAND Blogger Insiders will be eligible to apply to be a Specialist. In order for an application to be accepted the blogger must already be performing as a Specialist and be on pace to meet the Specialist requirements.

Expert applications are made available at the end of every year exclusively to Official LEGOLAND Blogger Specialist and existing Experts. There will be four Experts in a given year who must be reselected annually.

How do I advance?

In order to advance to a new category, a blogger must already be performing at the level of the desired category and be on pace to meet the desired category's requirements.

When am I given tickets?

Upon acceptance to the Official LEGOLAND Blogger Program, you will be granted your designated ticket amount based on your category. Additional tickets will be granted as special private blogger events and exclusive previews are organized throughout the year.

How long do I maintain my status?

We encourage all bloggers to be members for life! Each year a blogger will be receive an updated blog badge, so long as the category requirements are met. The only exception applies to Experts, which are reselected on an annual basis.

What am I required to write?

If a blogger accepts tickets to attend an exclusive event, it is mandatory for a blog to be posted about the event. Although mandatory, LEGOLAND California will never dictate the content of the blog and encourages bloggers to share their honest opinions.

As part of the Official LEGOLAND Blogger Program, bloggers will receive press releases, engaging content such as quizzes, etc. in order to assist bloggers in reaching their category requirements. It is encouraged, but not mandatory, to share this content.



Advantages & Requirements

Insider Advantages

- ✓ Be the first to know about exciting new projects
- ✓ Attend grand openings, attraction previews, press conferences, etc.
- ✓ Identify as an Official LEGOLAND® Blogger
- ✓ Receive 2 flexi park tickets annually, in addition to special event access

Specialist Advantages

- ✓ Be the first to know about exciting new projects
- ✓ Attend grand openings, attraction previews, press conferences, etc.
- ✓ Identify as an Official LEGOLAND® Blogger
- ✓ Be invited to roundtable discussions with LEGOLAND California Resort leaders
- ✓ Receive 4 flexi-tickets annually, in addition to special event access

Expert Advantages

- ✓ Be the first to know about exciting new projects
- ✓ Attend grand openings, attraction previews, press conferences, etc.
- ✓ Identify as an Official LEGOLAND® Blogger
- ✓ Be invited to roundtable discussions with LEGOLAND California Resort leaders
- ✓ Be featured as “Model Mom Mary” for a quarter
- ✓ Receive 4 LEGOLAND California Annual Passes

Insider Requirements

- ✓ 2 Blogs per year
- ✓ Additional Blog post per attended event
- ✓ Social Media (per quarter)
 - 1+ Facebook post
 - 1+ Instagram post
 - 1+ Tweet

Specialist Requirements

- ✓ 6 Blogs per year
- ✓ Additional Blog post per attended event
- ✓ Social Media (monthly)
 - 2+ Facebook posts
 - 2+ Instagram posts
 - 2+ Tweets
- ✓ 2 hosted in-park videos
- ✓ Exceptional quality of content
- ✓ Must have previously been an Insider*

Expert Requirements

- ✓ 12 Blogs per year
- ✓ Social Media (monthly)
 - 4+ Facebook posts
 - 4+ Instagram posts
 - 4+ Tweets
- ✓ 6 in-Park videos
- ✓ Outstanding post engagement
- ✓ High number of Unique Monthly Visitors to blog
- ✓ High Event attendance
- ✓ Exceptional quality of content
- ✓ Must have previously been a Specialist*