

Office use only

Date Raised:

Invoice Number:

VisitYork



Be Part of Easter in York 2026: The Chocolate City

Join Visit York's Easter and Chocolate campaign and position your business at the heart of one of the city's most loved seasonal celebrations. "This is York: The Chocolate City" shines a spotlight on York's renowned chocolate heritage, bringing together indulgent experiences, artisan products, interactive family fun, and vibrant Easter events.

Running from February to April 2026, the campaign will reach wide regional audiences through high-impact video, digital advertising across Instagram, Facebook, YouTube and TikTok, curated social media reels, influencer partnerships, and a dedicated Easter hub on visityork.org. With additional visibility through PR, eNewsletters, and prominent Visitor Information Centre displays, this is a fantastic opportunity to boost your profile and engage audiences looking for unique Easter and springtime experiences.

Whether your business offers sweet treats, family activities, shopping, or dining, partnering with Visit York will ensure you are part of a much-anticipated regional campaign designed to inspire visitors and drive bookings during this key springtime period.

Company Details

Business Name:

Contact Name:

Address:

Email:

Telephone:

PO number:

Campaign Options

Key Partner – £3000 + VAT

Campaign Video Inclusion

Your chocolate experience featured in our Easter film, inviting families to indulge in York's sweet heritage.

Digital Advertising

The Easter video – including you – will run in targeted social ads to families and food lovers.

Easter Hub Ad

An ad and intro placement on the Easter Hub page on visityork.org, linking to your website.

Social Media Reel & Giveaways

A bespoke 30-second reel and up to two giveaways to showcase your artisan treats and drive engagement.

VIC Video Screen

Inclusion in the VIC digital Screen rotation.

Press & Influencer Mentions

Feature in our Easter press updates and a guaranteed slot in an influencer roundup reel to reach new audiences.

Bespoke Easter Newsletter

A dedicated email all about your Easter offering, plus weekly 7 Days to keep you top-of-mind.

OR

Supporter Package – £475 + VAT

Easter Hub Ad

An ad in the Easter Hub "Don't Miss" grid, driving visitors to your experiences (mid-February to mid-April)

Social Media Giveaway

One branded giveaway on Visit York channels to boost visibility.

7 Days eNewsletter Ad

One banner ad in the week 7 Days newsletter to reach local families.

Payment Details

Payment can be made by BACs or credit card.

Payment must be made within 30 days of the date of the invoice.

Account number: 10367689 | Sort code: 09-02-22

If you are a registered charity and are claiming VAT exemption on this advertisement, please provide your charity number in the space provided:

Signature:

Date: