

Office use only

Date Raised:

Invoice Number:

VisitYork



Be Part of Haunted York 2025

Join one of Visit York's most atmospheric and best-loved campaigns and position your business within the magic of Haunted York. "This is Haunted York: Trick & Treat" celebrates the city's legendary haunted status, drawing visitors in search of ghostly tours, Halloween events, indulgent treats, and unforgettable experiences.

Haunted York 2024 was a record-breaking success, reaching 2.3 million people on social media, achieving nearly 1 million video views, and driving over 61,000 visits to the Haunted York online hub — all while boosting traffic to partner businesses by 79%. Our campaign video alone reached 1.86 million people on Facebook and 1.56 million on YouTube, delivering powerful results for partners like York Dungeon and York Park & Ride. The city itself saw a boost in footfall, Airbnb occupancy, and Park & Ride use, highlighting the campaign's ability to drive real-world impact alongside digital success.

For 2025, Haunted York will again cast a nationwide spell with high-impact video, targeted social media, digital ads, influencer content, PR, and an immersive online hub. Partner with us to amplify your business, engage eager audiences, and help make York the ultimate Halloween destination.

Company Details

Business Name:

Contact Name:

Address:

Email:

Telephone:

PO number:

Campaign Options

Key Partner – £3000 + VAT

Campaign Video Inclusion

Your business woven into the Halloween film, reaching audiences looking for spooky & fun experiences.

Digital Advertising

The Halloween video – including your segment – will run as targeted social ads to families and thrill-seekers.

Haunted Hub Ad

An ad and intro on the Haunted York Hub page on visityork.org, driving clicks to your attractions or offers.

Social Media Reel & Giveaways

A bespoke 30-second reel featuring your business and up to two giveaways to spark excitement and shares.

VIC Video Screen

Your inclusion in the VIC digital screen rotation.

Press & Influencer Mentions

Feature in our haunted press briefings and a guaranteed spot in an influencer roundup video for authentic word-of-mouth.

Bespoke Halloween Newsletter

A dedicated email highlighting your offering, plus weekly ads in the 7 Days newsletter to maintain momentum.

OR

Supporter Package – £650 + VAT

Haunted Hub Ad

An ad in the Haunted York Hub "Don't Miss" grid, linking directly to your booking or info page (beginning of September – 3 November)

Social Media Giveaway

One branded giveaway on Visit York channels to drive awareness.

7 Days eNewsletter Ad

One banner ad in the weekly 7 Days newsletter to reach local audiences.

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: