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# VisitYork



## Be Part of Haunted York 2026

Join one of Visit York's most atmospheric and best loved campaigns and position your business within the playful world of Haunted York: The Intervention. This citywide autumn campaign is built around a simple idea: York is now so famously haunted that Visit York has had to intervene, offering light hearted guidance to help visitors enjoy the fun, find their way and know exactly what to do if they get a little spooked.

Rather than banishing ghosts, The Intervention celebrates them. It uses humour and storytelling to point people towards the best ways to "recover" from a fright, from cosy cafes and autumn treats to relaxing pubs, seasonal menus and welcoming attractions. Every business can join in with this shared narrative, helping visitors explore more of the city and enjoy York's unique blend of spooky character and warm seasonal comfort.

For 2026, the campaign delivers high impact video, targeted social media, digital advertising, influencer storytelling, PR and a refreshed Haunted York hub filled with playful Intervention themed moments. Running from mid August to early November, it captures the full autumn season and peak Halloween interest.

Partner with us to amplify your business, engage eager audiences and help make York the UK's most unforgettable autumn break.

## Company Details

Business Name:

Contact Name:

Address:

Email:

Telephone:

PO number:

## Campaign Options: Haunted 2026

### Key Partner – £3000 + VAT

#### Campaign Video Inclusion

Your business featured in the Haunted York campaign film, woven into the playful Intervention narrative that showcases York's ghostly character, atmospheric streets and autumn experiences.

#### Digital Advertising

The campaign film, including your segment, will be used across targeted ads on YouTube, Instagram, Facebook and TikTok, reaching families, couples and regional visitors planning their trips.

#### Haunted York Hub Feature

A prominent ad and introductory placement on the Haunted York Hub, helping visitors discover your business as part of their autumn plans.

#### Social Media Reels and Giveaways

Two bespoke 15 second reels created by Visit York to highlight your offer, plus opportunities to run up to two themed giveaways on Visit York channels.

#### VIC Video Display

Inclusion within the Haunted York campaign video shown on digital screens inside the York Visitor Information Centre throughout the campaign period.

#### Press and Influencer Mentions

Features within press briefing, media updates and an influencer roundup reel inspired by The Intervention storyline.

#### Dedicated Autumn Newsletter

A bespoke Haunted York eNewsletter spotlighting your business, plus regular weekly inserts in the 7 Days newsletter during the autumn season.

OR

### Supporter Package – £650 + VAT

#### Haunted York Hub Ad

A featured ad within the Don't Miss grid on the Haunted York Hub, live from August to early November.

#### Social Media Giveaway

One branded giveaway on Visit York channels to boost visibility and engagement.

#### 7 Days eNewsletter Ad

One banner placement in the 7 Days newsletter reaching highly engaged local and regional 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: