

Office use only

Date Raised:

Invoice Number:

VisitYork



Be Part of York's Summer Adventure 2025

Join Visit York's flagship summer campaign and put your business in front of thousands of visitors looking for their next great day out. "Your Summer Adventure" invites staycationers and day-trippers from across the UK to explore York, discover its attractions, and create lasting memories.

The 2024 campaign achieved fantastic results, reaching over 813,000 people on social media, generating almost 409,000 video views, and driving 464,000 visits to visityork.org. Our summer eNews reached nearly 90,000 readers, while radio, TV, and digital activity brought the campaign to audiences across the country and attracted younger visitors and new audiences to York.

For 2025, the nationwide campaign will once again feature vibrant social media, engaging video content, competitions, digital advertising, and targeted eNews. Regional audiences will be reached through the "Dream Day Out" initiative, with a focus on sustainable travel and the York Park & Ride experience.

By partnering with Visit York, your business will benefit from wide-reaching, targeted promotion that drives footfall, increases visibility, and places you at the heart of York's summer offer. This is a fantastic opportunity to get involved in one of the city's most impactful seasonal campaigns.

Company Details

Business Name:

Contact Name:

Address:

Email:

Telephone:

PO number:

Campaign Options

Key Partner – £3000 + VAT

Campaign Video Inclusion

Your brand featured in the national summer film, seamlessly woven into York's outdoor and cultural story.

Dream Day Out Regional Initiative

Feature in a bespoke Summer video and all regional activity – TV on-demand, YouTube boost and journey reels – encouraging local families to day-trip sustainably.

Digital Advertising

The summer campaign video – including your segment – will run as targeted social ads to families and holiday-makers across the UK.

Summer Hub Ad

An ad and intro text on the Summer Hub page on visityork.org, driving visitors straight to your business.

Social Media Reel & Giveaways

A bespoke 30-second reel about your business and up to two giveaways on Visit York channels to drive engagement and followers.

VIC Video Display

Your segment features on the VIC digital screen rotation.

eNewsletter Features

A bespoke summer email showcasing your offer, plus weekly adverts in our 7 Days newsletter to keep your business front-of-mind.

OR

Supporter Package – £750 + VAT

Summer Hub Ad

An ad on the Summer hub "Don't Miss" grid, linking directly to your website (June – August).

Social Media Giveaway

One guaranteed giveaway post on Visit York's social channels to lift your profile.

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: