

Content creator guidelines

CHRISTMAS 2026



Father Christmas at Gwrych Castle

TRADITIONAL FAMILY CHRISTMAS / SELECTED DECEMBER DATES

Share a traditional Christmas in a Welsh castle, with genuine family moments and your own perspective.

TAG & LINK Instagram: @gwrychcastle | Facebook: Gwrych Castle

gwrychcastle.co.uk/christmas #GwrychCastle #ChristmasAtGwrych #NorthWales

SUGGESTED POSTING PACKAGE

4 Story frames + 1 Reel, photo carousel or TikTok video

Tag us in each Story and add the booking link to at least one. Invite @gwrychcastle to collaborate on Instagram posts. Other platform tags will be confirmed.

Aim to publish within 48 hours of visiting, unless another deadline is agreed. Please agree this package with us before accepting complimentary tickets.

What to capture

- Lead with the castle in Abergele, North Wales: a traditional setting for a family Christmas visit.
- Film short moments with Father Christmas, festive decorations and your family's genuine reactions.
- Show the Naughty/Nice Passport, letter-writing, gift and Christmas activities available on your visit.
- Explain what your ticket includes. Only feature evening lights if evening access is confirmed.

Please take care

- Ask before filming in the grotto. Do not interrupt another family or reveal backstage preparations.
- Ask before featuring others; obtain parent/guardian consent and respect children's wishes.
- Keep names on letters and passports out of shot. Never pressure children to pose or perform.
- Keep paths clear, follow staff instructions and stay out of closed or restoration areas.

MAKE YOUR ADVERTISING CLEAR

Put "Ad" prominently at the start of each post/video and on every Story frame. Explain that Gwrych Castle provided your tickets. "Gifted" or a tag alone is not a sufficient disclosure.

Share honest views. Do not add AI effects, lighting or attractions that misrepresent the experience.

Before your visit

Email info@gwrychcastle.co.uk with your handles, preferred event/date/time, adult and child numbers, children's ages and access needs. Please wait for written confirmation.

Your invitation will confirm tickets, inclusions, deadlines and how long posts remain live. Use current event details. Credited reposting and website use will be agreed in advance; paid advertising requires separate permission. Please send links to your finished content.

REFERENCE LINKS [Current event details](#) · [ASA/CAP advertising guidance](#)

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Christmas Evenings at Gwrych Castle

FESTIVE LIGHTS / THE CASTLE AFTER DARK

Capture the castle after dark, its festive lighting and the experience included in your invitation.

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What to capture

- Film the castle after dark, festive displays and the garden light trail open during your visit.
- Include family or group moments, photo opportunities and the atmosphere of the historic setting.
- Show festive food and refreshments available; distinguish ticket inclusions from paid extras.
- Do not imply an evening-only ticket includes Father Christmas. Grotto access must be confirmed.

Please take care

- Follow the marked route, watch your footing and keep paths clear. Stay out of closed or restoration areas.
- Ask before using flash, bright lights or tripods; do not disturb visitors or performers.
- Ask before featuring others; obtain parent/guardian consent and respect children's wishes.
- Keep backstage areas out of shot. Do not move decorations or alter the lighting for filming.

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