

GWRYCH CASTLE

ABERGELE · NORTH WALES

Content creator guidelines

HALLOWEEN 2026



Family Friendly Spooktacular

DAYTIME HALLOWEEN / FAMILY-FRIENDLY

Share a family day out in your own style, with genuine reactions and an honest sense of the experience.

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

gwrychcastle.co.uk/halloween #GwrychCastle #Halloween2026 #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 confirm this package with us before accepting your tickets.

What to capture

- Lead with the castle, its views and the setting in Abergele, North Wales.
- Capture the decorations, activities and characters available during your visit.
- Include family moments, costumes and genuine reactions.
- Identify this as the daytime family event. Use current dates, times and ticket details.

Please take care

- Stay on the visitor route. Do not climb, move props or enter restoration areas.
- Ask before featuring other visitors; obtain parent or guardian permission for children.
- Keep paths clear and follow staff instructions while filming.
- Keep edits truthful. Do not add AI effects or filters that misrepresent the experience.

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.

Before your visit

Email info@gwrychcastle.co.uk with your handles, chosen event, preferred date/time, guest numbers and access needs. Please wait for written confirmation.

Your invitation will confirm the tickets, deadline and how long feed content should remain live. Any credited reposting or website use will be agreed in advance; paid advertising requires separate permission. Please send us links to your finished content.

REFERENCE LINKS Current event details · ASA/CAP advertising guidance

Content creator guidelines

HALLOWEEN 2026



Toxic Towers: Zombies at the Castle

EVENING HALLOWEEN / AFTER-DARK SCARES

Capture the atmosphere of our evening scare experience. This is not the family-friendly daytime event.

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gwrychcastle.co.uk/halloween #GwrychCastle #ToxicTowers #Halloween2026

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What to capture

- Film the castle after dark and short moments with zombie and soldier performers.
- Capture atmosphere and reactions without revealing the full route or every scare.
- Make clear that this is a no-contact walk-through, not a combat activity.
- Do not describe the evening event as family-friendly. Refer to current age and suitability advice.

Please take care

- Follow the marked route. Do not touch, chase, obstruct or distract the actors.
- Ask the team before using flash, bright lights, tripods or staged filming.
- Do not enter closed areas or reveal backstage preparations. Keep edits truthful.
- Ask before featuring other guests; obtain parent or guardian permission for children.

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