



Páuca

Halloween Festival

Industry
Partner
Toolkit



Welcome to the Púca Festival Industry Partner Toolkit

We've got ready-to-go social assets, festival images, videos and helpful advice to help leverage the Púca Festival campaign and promote your business to get more bookings this Halloween festival season.

Getting involved to grow your audience

Here's how to participate and promote your business.

[Submit an event listing](#) for any events you're organising in either of the locations in Meath ([Trim and Athboy](#)) between 28th – 31st October 2022.





Engage with us on social media, this is a great way to extend your reach.

Tag us in     

Puca Festival

 @pucafestival
 @pucafestival
 @pucafestivalireland
 Púca Festival
 @pucafestival

Ireland's Ancient East

 @irelandsancienteast
 @irelandsancienteast
 @ancienteastirl
 @irelandsancienteast

Hashtags

#Pucafestival
#IrelandsAncientEast
#KeepDiscovering
#DiscoverIreland

GOOD TO KNOW

If you don't already have an account for [Ireland's Content Pool](#) set up your free account now for access to 1000s of images and videos.

Festival Images & Videos

Check out our suite of inspiring festival images and videos for use across your websites, social media and email marketing. **Play by clicking the video below.**

Images



Videos



Social Giphys

We've created a suite of Púca Festival Giphys for you our industry partners and consumers to use. You can find them [here](#) or click on the Sticker icon on Instagram stories and search Púca Festival.

Púca Festival Logo

Create your own digital assets for use across your platforms using the Púca Festival Logo.

Púca Festival Logo



Púca Social Frames

Download our ready to go social frames to create your own inspirational and conversion focused social media posts.

Social Media Frames



Púca Social Pack

Get social media ready with our Social Pack of posts.

Social Media Pack



Video Call Backdrops

Customise your video calls with our suite of Video call backdrops.

Video Call Backdrops



How to use the Marketing Toolbox

To help you make the most of the Púca Festival Campaign, we've curated a collection of campaign imagery and assets you can use for free in your marketing activities.

Our [Marketing Toolbox](#) is a free resource, stocked with all your campaign assets you can use to promote your business. You can use your [Ireland's Content Pool](#) credentials to log in. Check out this video for a [step-by-step guide](#) on how to search for and download free images, videos and more on the Marketing Toolbox.



Helpful Shoulder Season Campaign Toolkit

Get expert advice and download our free assets to leverage the Keep Discovering Shoulder Season campaign.

Shoulder Season Campaign Toolkit



#PucaFestival

Industry Supports: www.failteireland.ie/pucafestival

Consumer Website: www.pucafestival.com

Púca Festival Industry Partner Toolkit – Our Terms and Conditions of Use

By using our Púca Festival suite of assets and logo, you are agreeing to our terms and conditions of use. You must be a tourism business to be permitted to use these assets and you must only use them in accordance with the guidelines we have outlined in this Industry Toolkit. The assets may be used in print and digital marketing materials, provided they follow the guidelines outlined in this Toolkit.

The assets may not be used in paid media, signage, vehicular branding or packaging or merchandising of any kind including clothing and uniforms. Fáilte Ireland (who are the owners of these assets) reserves the right to withdraw the use of the assets from any ineligible business or a business that is using the assets in an inappropriate manner.

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#KeepDiscovering

www.failteireland.ie

Need more support?

If you have any queries contact the Festivals & Events Team.

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Festivals & Events Team