

HALLOWEEN IN THE CITY



26 & 27 OCTOBER 2019
MARKETING TOOLKIT

HALLOWEEN IN THE CITY 2019

Introduction

This pack contains everything you need to help promote Halloween in the City.

How you can help:

- Follow the event on social media and like and share our posts:
 - Twitter @HalloweenMCR
 - Facebook.com/HalloweenMCR
 - Instagram.com/HalloweenMCR
- Promote Halloween celebrations to your own customers, feature activity on your website and share with your customer database
- Share your Halloween events, products and promotions on social media and tag @HalloweenMCR #HalloweenMCR
- Share your pics of the city-wide monster invasion #MCRmonsters

HALLOWEEN IN THE CITY 2019

Materials

Marketing materials and press releases can be downloaded at manchesterBID.com/HalloweenMCR

Marketing contact

For additional information, marketing materials and promotional collateral please contact Siobhan Illidge.

siobhan.illidge@cityco.com
0161 838 3250.

Media enquiries

For all press and media enquiries please contact Echo PR:

anoushka@echo-pr.co.uk
kat@echo-pr.co.uk.

HALLOWEEN IN THE CITY 2019

Key information

Halloween in the City
26 & 27 October 2019

Website: halloweenmcr.com

Twitter: [@HalloweenMCR](https://twitter.com/HalloweenMCR)

Facebook: [/HalloweenMCR](https://www.facebook.com/HalloweenMCR)

Instagram: [/HalloweenMCR](https://www.instagram.com/HalloweenMCR)

[#HalloweenMCR](https://twitter.com/HalloweenMCR)

[#MCRmonsters](https://twitter.com/HalloweenMCR)

Basic copy

Plenty of tricks. Plenty more treats.

Mark the arrival of Halloween with a weekend of terrifyingly good events. Featuring: a giant rooftop monster invasion, Trick or Treat trail, skeleton procession, and Room on the Broom. Plus, a creepy carnival, poisonous maze and all of your favourites from CBeebies and CBBC.

HALLOWEEN IN THE CITY 2019

All artwork files can be downloaded
from manchesterBID.com/HalloweenMCR

Typefaces

GrotesqueNo9

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

012346789

Elementa Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

012346789

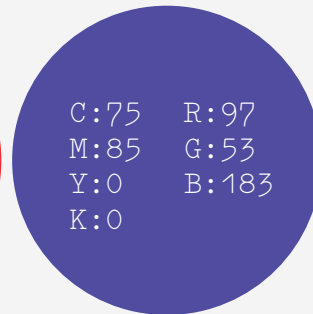
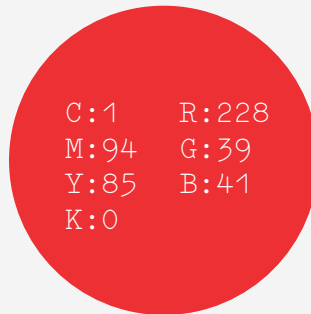
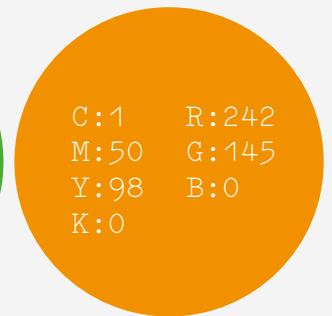
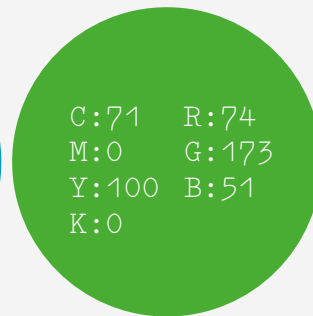
HALLOWEEN IN THE CITY 2019

Basic logo

HALLOWEEN
IN THE CITY 26 & 27 OCTOBER
HALLOWEENMCR.COM

HALLOWEEN
IN THE CITY 26 & 27 OCTOBER
HALLOWEENMCR.COM

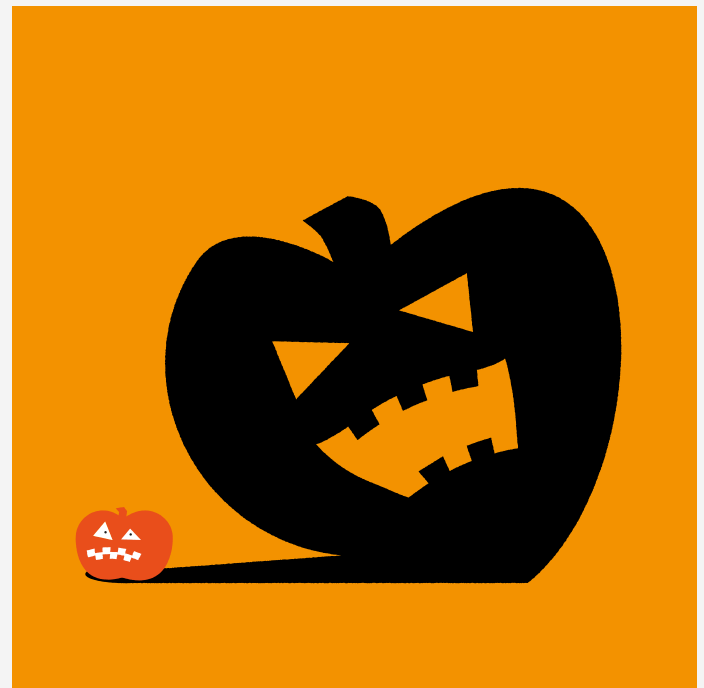
Colour



For each application use one colour plus black and white.

HALLOWEEN IN THE CITY 2019

Illustrations



Available as images and as animated .GIFs

HALLOWEEN IN THE CITY 2019

Promote your events by displaying adverts in any print (brochures, staff newsletters etc.) or on your website. Adverts can be resized to fit.

Poster



**HALLOWEEN
IN THE CITY**
26 & 27 OCT MANCHESTER
@HalloweenMCR HalloweenMCR.com

GIANT ROOFTOP **MONSTER INVASION** TRICK OR TREAT TRAIL
CBEBBIES AND CBBC SCREENINGS + WORKSHOPS PJ MASKS 'BE A HERO' TOUR
POISONOUS MAZE ZOG AND ROOM ON THE BROOM
CREEPY CARNIVAL + SPOOKTACULAR SKELETON PROCESSION

Brought to you by: MANCHESTER CITY COUNCIL
In partnership with: MANCHESTER CITY COUNCIL, Metrolink, THE MANC, CBBC, and other partners.



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IN THE CITY**
26 & 27 OCT MANCHESTER @HalloweenMCR
HalloweenMCR.com

GIANT ROOFTOP **MONSTER INVASION** TRICK OR TREAT TRAIL CBEBBIES AND CBBC SPOOKY SCREENINGS
JULIA DONALDSON STORYTELLING POISONOUS MAZE CREEPY CARNIVAL
+ SPOOKTACULAR SKELETON PROCESSION & MUCH MORE!

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26 & 27 OCT MANCHESTER @HalloweenMCR
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HALLOWEEN IN THE CITY 2019

Poster
No copy

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26 & 27 OCT MANCHESTER

@HalloweenMCR HalloweenMCR.com

HALLOWEEN IN THE CITY



26 & 27 OCT MANCHESTER

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HALLOWEEN IN THE CITY

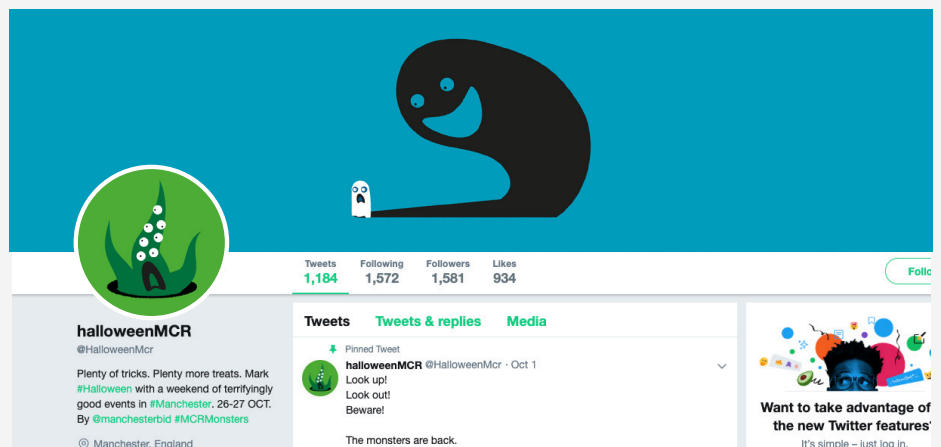


26 & 27 OCT MANCHESTER

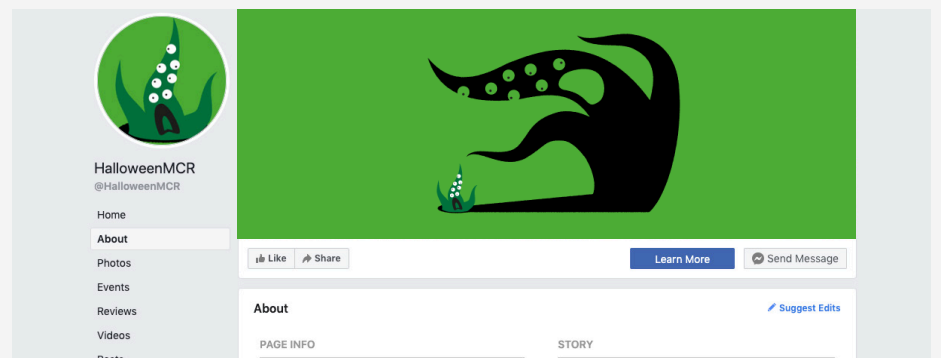
@HalloweenMCR HalloweenMCR.com

HALLOWEEN IN THE CITY 2019

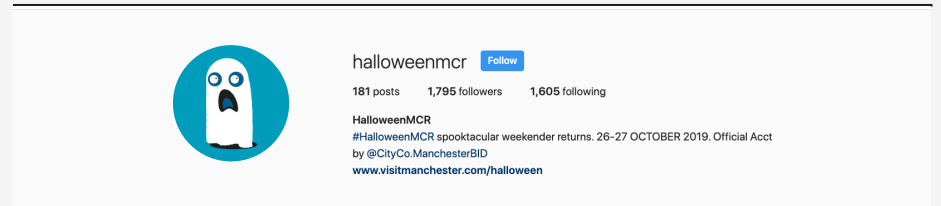
Twitter



Facebook



Instagram



Posts formatted for all platforms are available.



HALLOWEEN IN THE CITY 2019

Email Signature

**HALLOWEEN
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26 & 27 OCTOBER

@HALLOWEENMCR
HALLOWEENMCR.COM



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**HALLOWEEN
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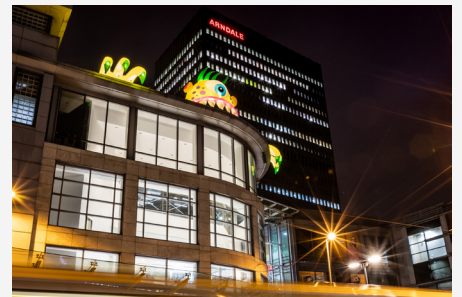
26 & 27 OCTOBER

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HALLOWEENMCR.COM



HALLOWEEN IN THE CITY 2019

Halloween in the City Images



Download images and video at
manchesterBID.com/HalloweenMCR

HALLOWEEN IN THE CITY 2019

Social Media Posts

Twitter

Look up!
Look out!
Beware!

The monsters are back.

@HalloweenMCR #MCRmonsters

MEDIA



HALLOWEEN IN THE CITY 2019

Social Media Posts

Twitter

Celebrate @HalloweenMCR with two days of terrifyingly good events:

- 🏠 Giant rooftop Monster Invasion
- 👻 Trick or Treat Trail
- 🎡 Creepy Carnival
- 👹 Poisonous Maze
- 💀 + a spooktacular Skeleton Procession

Saturday 26 & Sunday 27 Oct

Visit www.halloweenmcr.com.

MEDIA



HALLOWEEN IN THE CITY 2019

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MEDIA



HALLOWEEN IN THE CITY 2019

Social Media Posts Instagram

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#MCRmonsters #Halloween #Manchester
#MonsterInvasion #Halloween2019

MEDIA



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Saturday 26 & Sunday 27 Oct

Click the link in bio to find out what's happening!

#MCRmonsters
#Halloween
#Manchester
#MonsterInvasion
#Halloween2019

MEDIA

