



Welcome to the New Year's Festival Dublin Partner Toolkit

As the year draws to a close, we're gearing up for a busy few days of celebrations and fun from 29th December-1st January. To help you get in on the action and leverage the New Year's Festival Campaign, we've compiled a toolkit of ready-to-go social festival images and videos, social and digital assets, logos and advice. These assets are easy to use, without any marketing or design experience required.

How to use this Guide

This is a digital guide. Wherever you see the download symbol, you can access assets and resources from Fáilte Ireland's Marketing Toolbox.



Log in with your Ireland's Content Pool user details or register to create a new account.



Watch our handy tutorial video here for more tips on how to use the platform.



Find us ~ nyfdublin.com

Tag us ~ [@nyfdublin](https://www.instagram.com/nyfdublin)



Hashtags

#NYFDublin #WinterInDublin #LoveDublin #KeepDiscovering



Festival Images & Videos

Check out our suite of professional festival photography and videos that can be used across your websites, social media channels and email marketing, to entice customers to visit.

Festival Images & Videos
SEARCH NYF DUBLIN



New Year's Festival Social Giphys

We've created a suite of Giphys that capture the magic and fun of Dublin's New Year's Festival, free to use for you, our industry partners. You can find them here or click on the Sticker icon on Instagram stories and search NYF Dublin.

Festival Social Giphys



Need more support?

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

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New Year's Festival Dublin Partner Toolkit – Our Terms and Conditions of Use

By using our suite of assets, 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 in this toolkit activation guide. The assets may be used in print and digital marketing materials. The assets may not be used in signage, vehicular branding or packaging or merchandising of any kind including clothing and uniforms. Fáilte Ireland (who are the owners of these assets) reserve the right to withdraw the use of these assets from any ineligible business or a business that is using the assets in an inappropriate manner

New Year's Festival Social Videos

Download our ready to go promotional videos for Facebook, Instagram and TikTok. These include story format and main feed format and feature footage from the New Year's Festival with logos, messaging and a call to action

Festival Social Video

