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# Welcome to the Alton Towers Resort Creator Programme!

At Alton Towers Resort, we believe in the power of creativity and storytelling. That's why we're thrilled to introduce our brand-new Content Creator Programme, an initiative designed to provide bespoke opportunities for talented creators to collaborate with us.

## What is the Content Creator Programme?

The Alton Towers Resort Content Creator Programme is an exclusive initiative aimed at engaging creators who are passionate about theme parks, attractions, and family experiences. This programme offers an array of unique opportunities including updates directly from the Resort, invitations to attend bespoke experiences designed to provide you with content opportunities around events and new openings, all aimed at helping you create engaging social media content in direct partnership with Alton Towers Resort.

## Why Alton Towers Resort?

Alton Towers Resort is known for world-first rollercoasters and attractions. But that's just the beginning. The Resort also features five fantastically themed accommodations, a wacky Waterpark, Extraordinary Golf, and the UK's only CBeebies Land Hotel. Whether you're seeking adrenaline-pumping adventures or family-friendly fun, Alton Towers Resort has something for everyone.

## Why Join?

The Content Creator Programme offers access to exclusive events, unique content opportunities, and more with the aim to help grow your audience, elevate your creativity and be part of a community that celebrates your passion.

## Our Commitment to You

For our official ATR Content Creators, we'll look to:

- **Send regular bespoke updates:** Stay informed with timely news and updates, keeping your content fresh and engaging.
- **Host exclusive events:** Attend special invitation-only events designed specifically for creators, featuring unique experiences and access, including key spokespeople.
- **Provide unique filming opportunities:** Capture content from rare perspectives, showcasing the thrill and fun of the Resort.
- **Treat you with respect and integrity:** Our partnership will be built on mutual trust and support. We will ensure a positive experience and collaborative relationship, which also aims to support you and your channel goals.
- **Keep confidentiality of your content plans:** Any creative strategies you share for review will remain confidential, ensuring a safe space for your ideas and creativity to thrive, as well as stay a surprise for your followers.
- **Share an exclusive digital badge:** Receive a badge that recognises your contribution as an official ATR Content Creator, letting people know the information you share is timely and informed by the Resort.
- **Offer opportunities to interview key ATR spokespeople:** Gain insights and add depth to your content through exclusive interview opportunities.

## Your Commitment to Us

In return, we ask that you:

- **Foster a positive community:** Encourage a fun and respectful environment within the online community through community management, as well as at the Resort, to ensure kindness towards our colleagues, guests and each other.
- **Maintain confidentiality and discretion:** Help keep the magic alive by ensuring confidential information remains secret until the time is right! As an official ATR Content Creator, you'll be at the cutting edge of Resort information, including receiving information under embargo. You'll ensure content (behind-the-scenes, restricted areas or new development elements, for example) are kept safe when not yet in the public domain and is approved prior to publishing.
- **Verify and validate information:** Ensure accuracy and authenticity in the content you create. Verify information (including photographs, videos, documents, or details about future events/attractions) that you may receive from a wide range of sources, before it appears in your content.
- **Prioritise Accuracy and Authenticity:** Be the voice of precision. As an official ATR Content Creator, you'll have access to our team to fact-check any information and stats before sharing. This will reassure your community that you're the voice of authenticity and factual accuracy.
- **Advocate for safety and Resort regulations:** Advocate Resort safety regulations and filming policies, to ensure we remain a safe environment for all to work and play.
- **Respect intellectual property and copyright laws:** Use Alton Towers Resort's intellectual property responsibly and with proper authorisation.

*During a live membership, we request all Creators to adhere to the guidelines to ensure your continued participation in the programme*

## How to Apply

Ready to join? Creators can apply to the Creator Programme on the Alton Towers Resort website. We can't wait to see the magic you'll create with us!

## Creator Criteria

To be considered for this prestigious programme, Creators must actively cover theme parks, attractions, or family days out on one or more of the following platforms: Instagram, TikTok, or YouTube.

### Here's what we're looking for:

- A minimum of 10k followers.
- and/or
- An average engagement rate of 5% or higher.
  - AND An active channel with relevant content that is posted regularly

Please also make us aware if you/your channel has received social media and/or industry recognition (e.g. YouTube Silver Creator Award, YouTube Creator on the Rise, TikTok Creator Fund, UK Theme Park Awards) as part of your application.

You must also meet the following criteria:

- Be 16 years of age or older.
- Not be an employee, contractor of any type, supplier or third-party provider of Alton Towers Resort or Merlin Entertainments Ltd
- Breached any existing terms and conditions of entry which has resulted in a banning notice, or similar, for Alton Towers Resort or any Merlin Entertainments attraction in the last three years, or which prohibits or restricts current access.
- Directly or indirectly posted content that breaches social media rules and regulations or be deemed to have brought the Resort (and/or associated attractions) into potential disrepute via the sharing of unauthorised content or similar\*. (\*See FAQs for further information).

If you meet these criteria, you're invited to submit your channel details and media kit through our online application form. Each application will be reviewed carefully, with selections made based on the quality and relevance of your content.

# Frequently Asked Questions

## **As a Content Creator, will you tell me what to post and say?**

Not at all. We deeply respect your creative freedom and understand the importance of maintaining your authentic voice. Our goal is not to dictate what you post or say, but rather to support and inspire you by providing exclusive information, access, and content opportunities that you can use in a way that best suits your style and resonates with your audience.

We believe in the power of genuine expression and want you to share your unique perspective on Alton Towers Resort. While we may offer guidance or share key messages about our attractions and events, how you choose to present that to your followers is entirely up to you. Your creativity and individuality are what make your content special, and we value that. Our partnership is about collaboration, not control.

## **I don't meet the criteria, what can I do?**

We're sorry that we are unable to accept an application at this time. We will continue to review our criteria for the programme following its launch and announce any changes. You can still access our latest news and updates via our social media channels and website.

## **Why do I have to be 16 years or over to join the programme?**

The minimum age requirement of 16 years for the Alton Towers Resort Content Creator Programme is in place to ensure that participants can fully engage with the opportunities and responsibilities the programme offers. However, we value the creativity and enthusiasm of all our fans, and while we currently require creators to be over 16, we encourage younger fans to continue enjoying the park and sharing their experiences on social media. There may be future opportunities specifically designed for younger Content Creators!

## **Can I leave the programme once I join?**

Absolutely, you can opt out of being part of the Creator Programme at any time. After your application is successful you will be invited to join fellow Creators at a Welcome Session (remote or in person) to help you understand more about the programme and ask any further questions about the programme. This aims to help ensure you feel the programme is the right fit for you and your content ambition and channel growth plans.

Please note there will be a 12 month period before the channel can re-apply to be part of the Content Creator Programme.

## **Can I transfer my Content Creator programme membership to another channel/user?**

No. Each membership is for the registered Content Creator and channel specified at application. Any new creators/channels will need to make a separate application for consideration.

## **I run more than one channel which meets the criteria, what should I do?**

During application, please specify your details and channel you wish to be part of the Content Creator programme. Event attendance, badge use etc will only be permitted for the specified channel and should not be shared on any secondary channels.

## **There are several members who run our account/channel - can we all join/do we all have to apply?**

During the application process you will be asked to state the channel and any contributors. Contributors must be active participants on the named channel and have appeared on numerous occasions in the last 60 days.

Please note that during access opportunities and events, numbers of attendees per channel may be limited to ensure we are able to facilitate as many channels as possible.





### **Is there a limit on how many channels can join the Content Creator Programme?**

At launch, if we receive an overwhelming number of applications, we may temporarily close applications to ensure we can deliver the Programme as planned.

### **What happens if I breach the commitments?**

If an active member fails to meet the commitments of the programme, the Resort and the Creator will enter into a discussion. Depending on the circumstances, this may result in your removal from the programme including any access, planned content or supporting assets being revoked.

### **I don't meet the criteria, can I still get access some of the Creator Programme benefits?**

We will be reserving all benefits of the Creator Programme for members to ensure it remains beneficial and purposeful to those on the programme. You can still access our latest news and updates via our social media channels and website.

### **In the criteria, what does it mean by 'Posted content that breaches social media rules and regulations or be deemed to have brought the Resort or associated attractions into potential disrepute, posted unauthorised content or similar'?**

This refers to, but not explicit to, anyone/channel that posts content that breaches social media guidelines (no racism, nudity, sexism, hate speech, threats, depictions of violence or self-harm of any kind, links to illegal content, or other illegal content). This is extended to content shared that is deemed to have unfairly portrayed Alton Towers Resort in a way that could have resulted in the brand being brought into disrepute (purposefully creates loss of reputation). Applicants who have shared content that could seriously harm the Resort's reputation or shared unauthorised materials will not be considered.

### **As a Content Creator, will I get paid?**

Content Creators will not receive payment for their involvement in the programme. This includes any travel or expenses associated with any Content Creator Programme opportunities. Complimentary access to the Resort for bespoke events and similar will be provided. As such, Content Creators will be responsible for ensuring content they publish as part of the Programme will need to follow ASA guidelines for creators. More information can be found at [www.asa.org.uk](http://www.asa.org.uk)

### **Is it free to join the Content Creator Programme?**

Yes, there will be no charge to join this programme.

### **Who will own the rights to the content I produce on the programme?**

Rights for any content produced by a Content Creator will be owned by them. Rights to any content supplied by Alton Towers Resort will remain the property of the Resort.

### **Will you ask me to delete any content I create?**

Content Creators will only be asked to delete any post(s) where Alton Towers Resort (acting reasonably) considers that the Content Creator has failed to comply with, or breaches, the commitments or social media regulations and/or is not in line with the Resort values.

### **What happens if I close my channel whilst I am on the programme?**

If you close your channel you will be removed from the Content Creator Programme.

You cannot transfer a membership to another user/account. Any re-application to the programme can only be done after a 12-month period.

ATR reserve the right to cancel without notice.



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