



# ILLUMINATE

## CONTENT CREATION GUIDELINES

### CONTENT WE DISLIKE

**BLURY, DULL, OVER SATURATED,  
BAND ANGLES**



### CONTENT WE LOVE

**VIBRANT, BRIGHT, GREAT ANGLES,  
INTERACTION WITH ACTIVATIONS**



### POSTING REQUIREMENTS

2x Story posts prior to attending Illuminate  
2x Story posts at Illuminate - Please tag us.  
and  
1x Instagram Reel at Illuminate- Please ensure you  
'collaborate' with us.  
or  
1 TikTok post.

### DO'S

- Follow ASA Guidelines
- Ensure the content posted fits with your content style/theme
- Content created should highlight the best of our light trail experience

### DONT'S

- Do not post content containing sexual innuendos.
- Avoid sharing political opinions.
- Refrain from posting religious content or references.
- Do not share content that reinforces social, racial, or gender stereotypes in a way that could be offensive.

### LEGAL

By accepting PR tickets to Illuminate Light Trails, you agree to comply with the above guidelines and posting requirements. Please ensure that all content disclosures align with ASA guidelines. Your content must remain on your channels for a minimum of 12 months. Illuminate reserves the right to use your content organically on their social media channels and website.

