



Planning an event or festival in the Boone area? Submit details about the event to Explore Boone for a **free** opportunity to promote the event and increase attendance. This calendar is solely for events that attract out-of-town visitors for overnight stays in Watauga County. Please review the following guidelines:

- Events must be open to visitors and should appeal to a large audience.
- Over 25% of the attendees are expected to be from out of the region.
- Venue/organizers should follow all local and federal laws.
- Venue/organizers should follow Explore Boone's [community guidelines](#).
- Events aimed primarily at residents will not be approved, including, but not limited to sales at local retailers, business workshops or "after-hours", church functions, amateur performances, camp or after-school programs, events for school groups, and charity/fundraising events.
- Links provided should go directly to an event page or ticketing page.
- Submissions should include a *photo* of the event or venue.
 - By submitting a photo, you are giving Explore Boone the right to use it on its website, e-newsletters, and social media.
 - Photos should be PNG or JPG, 72 dpi, and will be displayed *horizontally* on Explore Boone's responsive website.
 - Due to Explore Boone's responsive website, which could distort the text, photos with text overlay and logos will not be accepted.
 - By submitting a photo for use on ExploreBoone.com you are certifying that you have the rights to use that image. Any issues with copyright or image usage are the responsibility of the submitting partner to resolve; The Watauga TDA will not be liable for any issues arising from image rights.

Events in Lodging Facilities:

- Special events only open to overnight guests must be located in Watauga County District U or the town of Boone limits.
- Lodging packages/sales are not considered special events.
- Events that are open to the public and located at a Watauga County lodging facility may be accepted if the above guidelines are met.

Please note: Explore Boone reserves the right to determine the eligibility of submissions based on its ability to generate overnight stays. Organizers are encouraged to reach out to info@exploreboone.com to discuss changes or updates to event listings, including cancellations and rescheduling. Allow 5 business days for approval.

Large events that are expected to attract out-of-state visitors for overnight stays in the area may also be considered for submission to the Visit NC website. Reach out to Explore Boone for the [Visit NC Event Form & Guidelines](#).

For community-centered events, we recommend Watauga Online, the Watauga Democrat, and High Country Press.