

VisitCasper.com Events Calendar Policy

The Visit Casper Events Calendar is a valuable resource for travelers planning their trip to Casper, Wyoming. With thousands of unique visitors per month, the events page on the Visit Casper website is a great tool to get your events in front of potential visitors and residents. Events listed on the Visit Casper events calendar may also be featured in the Casper Compass and/or on Visit Casper's social media channels. To be considered for these additional free marketing opportunities, your event must be listed on the Visit Casper calendar.

Visit Casper offers the calendar as a **free service** and marketing resource to our partners. To be considered, all events must meet our guidelines below and submissions must be made on the Visit Casper website. Once you've read the policy below, to submit an event to the calendar go to visitcasper.com/submit-event.

Visit Casper's mission is to drive economic growth through tourism and destination promotion. The Visit Casper calendar is not a community calendar for events that are primarily of interest to only the local resident population. **The Visit Casper staff reserves the right to determine eligibility for inclusion on VisitCasper.com/events based on an event's likelihood to inspire, drive or increase visitor traffic to the county.**

To be considered, your event must:

- Take place in Natrona County
- Be a public event (absolutely no invitation only events)
- Appeal to a general audience of travelers
- Be at least 2 weeks from the date of submission

Events that Visit Casper will not list on the events calendar:

- Political or religious events, book clubs, work out classes, garage sales or retail store sales
- Exhibits that are open for a length of time (Opening reception events may be eligible.)
- Multiple day events that require attendees to attend every day of the event (i.e. camps, conferences, conventions, etc. that are not meant for travelers)
- Fundraisers (unless the event is an activity. i.e we would list a 5k or musical performance that benefits a non-profit, we would not list a restaurant donating one day of proceeds to a nonprofit)
- Meetings or conventions not open to the general traveling public (an event will not be posted if there is a significant barrier to entry based on topic, content or subject matter or if membership to an organization or association is required to attend)

This policy has been approved by the Natrona County Travel & Tourism Council and there will be no exceptions made. Updated April 2019.

Submit your event at visitcasper.com/submit-event. Please allow 3 business days for your event to be live on VisitCasper.com. Questions? Contact us at 307-234-5362 or visitors@visitcasper.com.

