



Event Submission Guidelines & Instructions

Instructions

To enter an event, navigate to <https://www.visitknoxville.com/events/submit-an-event/> and complete the form using the following guidelines. The Submit an Event section of our website can also be accessed by hovering your cursor over “Events” in the top navigation menu and then clicking the “Submit an Event” option from the drop-down menu. Please note once you submit your event you will NOT be able to edit it. Please email visitorcenter@knoxville.org for any changes.

For more detailed instructions, please click [HERE](#).

Event Eligibility Requirements

The Visit Knoxville Event Calendar is designed to promote events that are of interest to visitors in the Knoxville area, including but not limited to concerts, theatre and dance performances, festivals, large public sporting events, and programming offered by cultural institutions such as museums and galleries. The goal is to highlight experiences that contribute to the cultural and entertainment landscape of the region.

Before submitting an event, contributors are strongly encouraged to review the existing calendar to ensure their event has not already been posted. Once an event has been submitted, it cannot be edited by the submitter. Any necessary updates or changes must be requested by emailing visitorcenter@knoxville.org.

All events must meet the following criteria to be considered:

- Events must have a confirmed and specific date. General or recurring descriptions such as “third Saturday” or “holiday weekend” will not be accepted.
- Events must be open to the public and relevant to visitors.
- Events should take place within Knoxville or Knox County or be affiliated with Visit Knoxville partners; events outside the area may be considered on a case-by-case basis.
- A valid venue name and full physical address (no P.O. boxes) must be provided to ensure accurate mapping and location visibility.
- Organizations offering workshops, classes, or similar recurring programming—such as sports clubs, art studios, dance studios, or fitness providers—may submit events to the

calendar. However, to maintain a clear and user-friendly calendar experience, only one event per organization per day will be accepted, even if multiple sessions or class options are offered on the same day.

- A full valid website address must be included and links should go directly to the page on the website where event information is located. If there isn't a specific event page, provide a link to the organization or venue location.
- Images must be included with your listing; use a photo specific to the event (i.e. photos from past event of same capacity & not visuals with words). The photo should highlight the event and must be in high-res, horizontal JPG format and at least 1000 pixels wide or larger.

Events That Will NOT Be Accepted

The following types of events are not considered visitor-focused and will not be approved:

- Activities of a personal nature, such as weddings, receptions, and family gatherings
- Activities of a retail nature, such as store sales, promotions, or customer appreciation days
- Activities that are part of regular, ongoing daily business operations (e.g., tours, daily offerings)
- Regularly scheduled meetings such as civic club meetings or church services.
- Auditions, recitals, or political events
- Personal fundraisers not affiliated with a partner organization
- Classes, workshops, or camps that span multiple days or weeks without a specific event focus

Reasons for Rejection

An event submission may be declined for the following reasons:

- The event does not conform to the stated guidelines
- The submission form is incomplete or contains inaccurate information
- The content is inappropriate, offensive, or misleading
- The event does not align with visitor-focused objectives
- Other reasons at the discretion of Visit Knoxville staff

Final Note

Submission of an event does not guarantee publication. All events are reviewed to ensure they meet quality standards and align with the goals of the Visit Knoxville Event Calendar. It is the responsibility of the individual submitting this form to ensure the accuracy of the information and to notify Visit Knoxville of a decision to cancel, move, or change an event. Visit Knoxville shall not be held liable for erroneous information.

For questions or comments, please email at visitorcenter@knoxville.org or call **865-523-7263**.