



## Share Your Next Event on the Real Racine Events Calendar!

There is ALWAYS something going on in Racine County - 365 days a year. Just check out our events calendar. You'll find arts and culture, live entertainment, outdoor adventure, sports and more.

The Real Racine Calendar of Events is a visitor focused guide to discover what Racine County has to offer. We invite you to add an event and visit our calendar often to stay up-to-date!

### Why RealRacine.com?

- Over 20,000 views on RealRacine.com per month
- Exposure to 12,000 followers on social media outlets (i.e. Facebook, Twitter)
- Simple submission, broad categorization and quick response time to update our calendar

### How to Submit your Calendar Event

1. Visit the Real Racine Events Page ([www.realracine.com/events](http://www.realracine.com/events))
2. Select the Menu Item "Submit an Event"
3. Fill out the form and submit!

A screenshot of the Real Racine website's "Submit an Event" page. The page has a white background with a blue header. The "realracine" logo is in the top left. A navigation menu includes "Groups", "Meetings & Events", "Media", "Roger Brooks", "Blog", and a search bar. Below the logo, there are links for "Things To Do", "Outdoors", "Events", "Hotels", "Food", and "Resources". A blue "EVENTS" button is on the left, with a "Local" sub-section and a "Submit an Event" link. A promotional banner for "RACINE COUNTY - ALWAYS SOMETHING GOING ON!" is visible. The main content area is titled "Submit an Event" and includes a "Submit My Event" button. Below this is a "Contact Info" section with fields for Name, Email, and Phone, and a "Comments" text area. The page is partially obscured by a dark grey bar at the bottom labeled "Event Information".

### **Event Submission Guidelines**

To have your event submitted to Real Racine's Event Page for inclusion in our online, community-wide database of events, please fill out the fields below. Events must be:

- Located in Racine County, Wisconsin
- Open to the general public. Events with an admission charge are allowed
- All images and descriptions of events must be appropriate for all audiences

By submitting your event below, you approve that your event may also be used or picked up by other community organizations at their discretion for their calendar of events, including:

- On Real Racine's Calendar of Events (Only events of interest to visitors)
- On Greater Racine County's Events Page (Events of interest to individuals seeking to relocate to Racine County)

### **Ineligible events include but not limited to:**

- Any high or middle school activities including sporting events, theater performances, art exhibitions or student gatherings.
- Any garage sales or personal events that would require our readers to enter a private residence.
- Any commercial or sales function which simply promotes the business or its products.
- Political rallies, events and fundraisers.
- Events located outside of Racine County.
- Other categories at our sole discretion.

If approved, your event will appear on the calendar within 2 working days of submission.

If your event is not approved, you will receive an e-mail to notify you of it being declined. Current RealRacine.com reserves the right to refuse publishing any event for any reason.

### **Submission tips:**

- Please include as much detailed information as possible. The more complete the listing, the more views it will receive. Someone from our team will review and contact you if we have any questions or need more detail. To make sure we have all the information we need and to share on our social media, please submit your events at least 2-4 weeks in advance.
- You must include the full URL when adding a website for an event: <http://www.example.com>
- Please make sure your photo is sized correctly.
- Please choose all categories applicable to your event. Events can be listed in more than one category, where applicable. (Your event may be reassigned by our staff to a calendar category to better suit our classification system.)
- Once you have submitted your event, you cannot make any changes manually. Our staff will be happy to help make any updates by making a request at [infodesk@realracine.com](mailto:infodesk@realracine.com)

For more information, email Cari, Director of Events and Marketing, at [cari@realracine.com](mailto:cari@realracine.com)

## Real Racine Calendar of Events Category Guide

To more efficiently serve the needs of our visitors, the Racine County Convention and Visitor's Bureau has reorganized the structure of the Calendar of Events publication into various categories. To be included, an event listing must be detailed, complete and occur in Racine County area or at an out of area Visitor Bureau partner business. **Specific hours, activities and admission prices must be submitted.** Each event will be placed in the appropriate category (see below) on the Bureau's Calendar of Events.

- **Fair** – A merchant-oriented event that must be open to the public. A single day event that exists outside the normal course of business may be considered a fair. Examples: Just Add Kids Expo, Craft Fairs, Burlington Home and Garden Show, etc.
- **Farmer's Market** - a food market at which local farmers and businesses sell products directly to consumers that happens either weekly or scheduled frequently. Example: Milaeger's Great Lakes Farmers Market
- **Festival** – A multi-day event that occurs on an annual or semi-annual basis must have a full line up of activities – enough to entertain guests for several hours over multiple days. Examples: Burlington's Chocolate Fest, Greek Festival, Monuments Square Arts Festival, etc.
- **Literary and Film** - A literary, theater and film event that draws artists, writers, poets, directors, producers and creatives to share, listen, recite, workshop and present work in Racine County. Examples: Film Festivals, Author Talk-Backs, Library Events
- **Leisure Events** – Miscellaneous activities and events that do not fall under the given categories but still are relevant and attract both locals and visitors. Examples: Make and take workshops, educational events and demonstrations, etc.
- **Music and Live Entertainment** – This category includes all events that feature symphonies, bands, and other live one-time performances. Weekly entertainment will also be included. Examples: RSO's Holiday Pops Concert, Family Power Music Presents: Racine, BONK!
- **Parade** – A procession celebrating a special day or event and including marching bands and floats that is open to the public. Examples: 4<sup>th</sup> Fest Parade, Downtown Racine's St. Patrick's Day Parade
- **Racine Events** – This category includes events that appeal to more residents than visitors in the Racine County Area. The events must be open to the general public. Example: Empty Bowls
- **Speaking Engagement** – Educational presentations that are focused on a specific subject matter and are open to the public. Examples: TED Talks, Informational Panels, etc.

- **Special or Seasonal Event** – This category includes events that happen around certain holidays (i.e. Christmas, Halloween, New Years, 4<sup>th</sup> of July), must be open to the general public. Example: Jellystone Park’s Christmas Carnival of Lights
- **Sports and Recreational** – Events engaged in for the purpose of relaxation, health and wellbeing or enjoyment with the primary activity requiring physical exertion, and the primary focus on physical activity. This can include but not limited to open gym and rinks, spectator events, tournaments/camps, and walks/runs/biking.
- **Theatre and Dance** – Workshops, performances and other events that are focused on the performing arts of theatre and dance and are open to the public. Examples: Sweatshop Movement’s Break Dance Battle, Racine Theatre Guild Presents: “9 to 5 The Musical”
- **Visual Arts** – Events that focus on art forms such as ceramics, drawing, painting, sculpture, printmaking, design, crafts, photography, video, and architecture. This includes but not limited to exhibits and workshops. Example: Glass-on-Glass Mosaic Workshop, Gallery on 16<sup>th</sup> Juried Exhibit
- **Water Event** – Events that take place on Racine County beaches and/or bodies of water that are open to the public. Example: Pro Watercross National Tour at North Beach.

***Event Categories are subject to change at any time.***