



## **Visit Virginia's Blue Ridge – Calendar of Events Visitor Event Submission Guidelines**

Our primary purpose is to list regional visitor events for Virginia's Blue Ridge -- concerts, theatre, dance, etc; cultural facilities with ongoing programs, such as museums and art galleries; festivals and large public sporting events.

Events must be open to the public and of interest to visitors: meetings, most fundraisers and membership events will not be listed (refer to examples at the bottom of this list).

### **Dates & Location Info**

Only events with confirmed dates will be accepted. An exact date must be given (not the "third Saturday in August" or "Labor Day Weekend").

Events in Visit VBR's five funding jurisdictions (Cities of Roanoke & Salem and Counties of Botetourt, Franklin, & Roanoke) as well as those affiliated with our Dues Paying Members can be submitted to the Calendar.

Events outside Virginia's Blue Ridge will be considered on a case-by-case basis.

Events must have the location where it will be held in the Venue field and its physical address (no P.O. Boxes) in the Address field to avoid rejection. Example: If the event is held at the Salem Civic Center, enter "Salem Civic Center" in the Venue field and enter the Civic Center's street address in the Address field. Our Google maps mapping feature must have the physical address in order to find the exact location of the event.

### **Event Links & Details**

All events must be submitted through the "Submit an Event" form on the Visit Virginia's Blue Ridge website, [www.visitvbr.com](http://www.visitvbr.com). Events are pulled from the database listings on the website for possible inclusion in the Virginia's Blue Ridge Visitor's Guide and various E-Newsletters.

Web addresses and links should go directly to the page on the website where event information is located or the Facebook event listing. If there isn't a specific event page, provide a link to the organization or venue.

It is the responsibility of the individual submitting this form to ensure the accuracy of the information and to notify Visit VBR of a decision to cancel, move, or change an event. Visit VBR shall not be held liable for erroneous information.

## **Event Images**

Images may be included with your listing to assist in the promotion of your event. Images must be in a JPEG format and be of the dimensions 660x440. Please submit all of these images to [hmarden@visitvbr.com](mailto:hmarden@visitvbr.com).

By submitting an image with your event, you are acknowledging that you have the proper usage rights to be able to share the photo with Visit VBR to be used on its website, as well as in additional marketing, advertising, and editorial materials.

### **The calendar administrator may decline a submission request if:**

- The event does not conform to the guidelines above
- The submission form is not properly completed
- The request includes inappropriate or offensive content, including profanity, references to illegal activities, defamatory or harassing language aimed at an individual or group, etc
- Other reasons at the discretion of the Visit VBR staff

### **EXAMPLES OF EVENTS WHICH WOULD NOT BE CONSIDERED VISITOR EVENTS:**

- Activities of a personal nature; i.e. weddings, receptions, family gatherings
- Activities of a retail nature; i.e. store sales, customer appreciation days and special promotions
- Regularly scheduled meetings; i.e. Civic Club meetings, church services
- Auditions, Recitals, or Political events
- Classes, workshops, or camps that span a number of days

**Once the administrator reviews and approves the submission, the event will be posted on the calendar. Submission of an event does not guarantee that it will be approved to the calendar or included in other Visit VBR marketing materials.**

**A notification will be sent to you, regardless of publication decision, within 10 business days.**