SANMARCOS

VisitSanMarcos.com

Guide to Submit an Event

You're hosting an event? That's awesome! We've put together this handy guide to help you through the process of submitting an event through VisitSanMarcos.com. Our guide is a good overview of the event entry process and we've included some common questions that come up. Of course, feel free to reach out if you have a question that isn't addressed here. A good tip to remember while submitting events or asking questions is to include as much detail as possible. All submissions go through a review process before being published on the website.

- **Contact Information:**
    - This is information for Visit San Marcos to reach out to you and isn't published on the event listing.

Contact Info

[Does NOT appear on web site. For the Bureau use only]

Name*:

Your Name

Email*:

Your Email Address

Phone:

(555) 555-5555

Comments:

Event Information

- **Event Information:**
  - **Event category**: you must select a category for your event. If your event qualifies for more than one you can choose more than one category. The Visit San Marcos team may re-categorize an event submission to help visitors find what they are looking for.
  - **Host Organization:** Who's hosting? If the host organization is already in the drop-down box, you can select them, if not you will need to type it in manually in the "Other Host Organization" section (see arrow) *You will do one or the other and not both*
  - **Venue/Location:** Where's the event being held? If the venue is in the drop-down box, you can select them and it will autofill the address, if not you will need to type it in manually in the "Location" section (see arrow). *You will do one or the other and not both*

Event Information

Title*:

Name of the Event

Event Category*: [Select all that apply]

Annual Event & Festival
Arts and Culture
Concerts
Downtown
Holidays
Love Local
Nature & Outdoors
Shopping
Sports
Conference Calendar

Host Organization:

--Choose One--

Other Host Organization:

eg; The Canterbury Music Society

Select A Venue: [Connects to your website listing]

--Choose One--

Location:

eg; Canterbury Music Hall

Contact:

- **Event Information continued:**
  - **Contact:** This will be displayed publicly. It is not a required field.
  - **Address:** If the venue was in the drop down this should be auto filled, if not you will need to manually enter the address information.
  - **Admission:** If the event is free, please type "Free", if the event has admission price, please enter it here and not in the event description.
  - **Email:** This will be published and can be used by the public to contact you.
  - **Phone:** This will be published and can be used by the public to contact you.

Contact:

Address 1:

1303 South IH 35

Address 2:

Line 2

Address 3:

Line 3

City:

San Marcos

State:

TX

Zip/Postal Code:

78666

Admission:

eg; $15 for adults; $8 for kids

Email:

johnsmith@example.com

Phone:

(555) 555-5555

- **Event Information continued:**
  - **Event website:** please verify the links are correct.
  - **Start & End Times:** if the event has set start and event times please enter here. If it's a multiday event, please enter that in the event description.
  - **Upload Images:** Woohoo - we love images for events! Please make sure you have the rights to the image you are uploading. Horizontal images are also best for site compatibility.
  - **Event Description:** Tell us about your event. This text box does not allow for formatting. Review **Visit San Marcos Brand standards** on page 9 for what we look for in descriptions.
  - **General:** You will see the "Media Rights Confirmation" under this title. This is a confirmation that you have the rights to share the image or graphic with us. If you or your staff didn't personally take the photo, make sure you have a license in writing that says that you have the legal right to distribute the photo to outside sources.

Event Website:

http://www.example.com

Start Time:

08:00 PM

End Time:

10:00 PM

UPLOAD IMAGES

Name	Size	Status

Event Description*:

General

Media Rights Confirmation*:
By clicking yes you acknowledge you have the rights to use and share this media with Visit San Marcos
☐ Yes

- **Event Date(s):**
  - **Start:** Self-explanatory enter your start date here.
- **Event occurrences:** (These are drop down boxes and will need to be clicked, the one you have selected will change from blue to green)
  - **One day:** Continue to the bottom to submit your event**. (Most common)**

Start*:

12/17/2021

ONE DAY ^

No event recurrence, this event will occur only on the date shown above.

DAILY ∨

WEEKLY ∨

MONTHLY ∨

YEARLY ∨

CUSTOM ∨

m n c 8

(Please enter the 4 character string shown in the box above.)

* Indicates a required field.

SUBMIT MY EVENT

- **Weekly:** Does it occur every week, every two weeks etc.… and what day does it occur on?

WEEKLY ^

Weekly Recurrence Options

✓ Every 1 Week(s) On:

| Su | Mo | Tu | We | Th | Fr | Sa |

MONTHLY ∨

o **Daily Event:** Does your event take place every day? Or only every weekday? Maybe every 4 days?

DAILY	^

Daily Recurrence Options

Every Day
Every 1 day(s)
Every Weekday

WEEKLY	⌄

MONTHLY	⌄

YEARLY	⌄

CUSTOM	⌄

Recurrence Range

✔	No End Date
	End After 0 occurrences
	End on

o **Monthly:** There are two options to choose from. You can choose the numerical date, or you can choose the specific reoccurrence for example (1st Saturday of each month)

MONTHLY	^

Monthly Recurrence Options

✔	Day 1 ⌄ of every 1 Month(s)
	The 1st ⌄ Day ⌄ of every 1 Month(s)

- o **Yearly:** Do you have an event that occurs annually at the same time? You can choose the specific numeral date, or you can choose the specific time regardless of the date.

- o **Custom:** *Custom dates, will be used the most for multiday events*. You will need to enter the date for each day the event is occurring. For instance, if your event occurs on consecutive days you will need to use this option. The daily option will not work properly.

At the bottom of the page for each of the above options except for one day event and custom there is a recurrence range. This is where you tell us when the event shouldn't be published anymore. There are three options (see arrow below)

- No end date to be used for open ended events that are occurring regularly.
- End after _ occurrences, choose this if you event runs a specific number of times.
- End on _____ this is a specific date you want the event to not be published on the site any longer.

DAILY ︿

Daily Recurrence Options

Every Day

Every [1] day(s)

Every Weekday

WEEKLY ⌄

MONTHLY ⌄

YEARLY ⌄

CUSTOM ⌄

Recurrence Range

✔ No End Date

End After [0] occurrences

End on [ ]

Visit San Marcos Brand Standards

General Copywriting Tips
Think about what the visitor, who knows nothing about your event, should know. But also keep it short and simple, visitors may get overwhelmed with large blocks of text and events aren't capable of paragraph breaks.

Do not use "we" or "our"
        While the copy is for your event, the listing lives on our website. This can be confusing to the visitor, so to help with that, we recommend using the event's proper name.
        Example: "EVENT NAME is fun for the whole family and will feature x, y, and z"

Do not use double spaces behind periods or all caps.
                IT'S VERY AGGRESSIVE. And makes you look outdated.

Numbers under 10 need to be spelled out. Numbers over 10 should be numerals.
                Example: One, two, three, four, five, six, seven, eight, nine, 10, 11.

Photos & Intellectual Property
Make sure that you have the rights to the photos you use for your listing. If you or your staff didn't personally take the photo, make sure you have a license in writing that says that you have the legal right to distribute the photo to outside sources.

Listing photos are horizontal. Make sure your photos are 1,200 pixels wide by at least 800 pixels tall. Try to use photos where the focus is the center and there is some buffer space around the edges so nothing important is cropped off.