



## Event Listing Criteria and Guidelines for VisitCaswell.com

The following document outlines Caswell County Tourism Development Authority's (CCTDA) policy regarding the listing of events on the VisitCaswell.com visitor-facing website and promotion by CCTDA of events on social media.

VisitCaswell.com is the visitor-facing website for the CCTDA. The purpose of this site is to showcase Caswell County's mix of activities and experiences that may be of interest to visitors. The site is maintained by the CCTDA and any event listings are at the discretion of the CCTDA. Event listings will be declined if it is found to not comply with this policy or is considered inappropriate.

In order to be considered as an event listing on the VisitCaswell.com website it must:

- Be an event open to the public.
- Be related to tourism and attract attendees/visitors that reach beyond the local community (*note - you can put a certain amount of miles here, but don't have to, you can leave that up to your discretion*) For example events such as receptions, networking events, fundraisers or recitals tend to be more localized in attendees and would not qualify.
- List specific dates and times.
- Have contact information listed.
- If a ticketed event, there must be clear information or a url link where tickets can be purchased.
- Must include a picture or image that can be used to list and market the event.
- Events can be submitted online at [visitcaswell.com/eventlisting](https://visitcaswell.com/eventlisting) (*I can create a form like the listing one for this*).

CCTDA may choose to edit the content submitted for the listing and maintains editorial control. All events are listed at their discretion. This is a free event listing but you must submit a listing request in order to be considered.