



Event Promotion Guidelines

INCLUSION OF EVENTS ON VisitElizabethCity.com: CRITERIA AND GUIDELINES

This document is intended to outline the Elizabeth City Pasquotank County Tourism Development Authority's (ECPCTDA) policy regarding the listing of events on the visitor website located at www.VisitElizabethCity.com. The purpose of the website is to showcase the area's compelling mix of high-quality experiences in order to increase travel to Pasquotank County.

The listing of an event on the VisitElizabethCity.com is at the discretion of the ECPCTDA. The ECPCTDA reserves the right to decline to list any event that does not comply with this policy or that is otherwise for any reason considered inappropriate.

To allow sufficient time to plan and promote events, we require a two-week notice of an upcoming event. Events are promoted on three platforms: social media, email, and our event calendar. Visit Elizabeth City has a combined 22,000+ social media followers and 12,500 email subscribers, making our platforms among the most viewed Elizabeth City resources for visitors and locals.

To be ELIGIBLE for listing on VisitElizabethCity.com:

- Must be related to tourism and be of interest to the traveling public.
- Should draw attendance from at least 50 miles away. (Events such as banquets, receptions, annual galas, dance recitals, yard sales, and charity events such as fundraisers, are not suitable for this website as they tend to be extremely localized in nature for attendance.)
- Must be open to the public. Events should be spectator friendly, "walk-up" friendly, or have a reasonable number of tickets available for purchase. (Theater productions are appropriate for promotion by the ECPCTDA, but a food event requiring participants to bring their own utensils or wear certain clothes is not.)
- Specific dates must be listed and contact information must be included. (No "save the dates" or "details tbd" will be promoted on the website.)

The request for listing must be submitted online at <https://visitelizabethcity.com/Event-Submit>. This is a free service to promote your event/festival however, the ECPCTDA cannot promote it if you don't submit it!

The ECPCTDA retains editorial control over the listing of any event on VisitElizabethCity.com.

Approved by the ECPCTDA on April 4, 2019