



Black Star Event Ad Checklist

Event Name: _____ Event Steward(s): _____

REQUIREMENTS

- ☐ **Date:** *Modern Day, Month, Year*
- ☐ Name of the **sponsoring group(s)**
- ☐ **Location** of the event: *Name, Address (street address if available), City, State*
- ☐ **Times** that site opens and closes
- ☐ **Event Steward(s):** Name (*BOTH SCA and Modern*), phone number, email address
- ☐ If there is a registration price (i.e. not by donation or free to all attendees):

Required Society Wide Event Registration Standardized Wording: (Nowhere should the word 'fee' appear on your document).

Adult Event Registration: (This will be your high-end price for non-members)

Adult Member Discount Event Registration: (This will be the membership discounted price)

Child (older age range of your choice): (Child comes first, then Youth, according to the new standardized policy.).

Youth

- ☐ **This statement:** *"Make checks payable to: {SCA Inc. / Group Name}"*
- ☐ **This exact statement:** *"Minors must be accompanied by a parent or legal guardian. They may also attend with a 21-year-old or older adult with a signed and notarized Minor Event Waiver from the parents."*
- ☐ **Directions** to finding the event site: a **map** and/or **turn-by-turn text directions** to site. Maps must be clear and easy to read, with additional text directions included if needed. ALL maps require an artist release form (if you don't know the person who designed a map, you may not use it). Maps from mapping programs are under copyright and may not be used. Turn-by-turn text directions need to consider multiple possible directions from which people may come to the event.
- ☐ **Size:** It must fit on a 7.5" x 10" (width x length) area (whole page). Or if it is half-page, 7.5" x 5".
- ☐ **Format:** Export as a publication-ready **PDF** and email to kingdom@chronicler.ansteorra.org
- ☐ A **release from the artist** for all the artwork included. If the artwork is public domain, include documentation of where the artwork is from with evidence that the image is not under copyright.
- ☐ The **Seneschal** of your group(s) must proofread and approve your event announcement(s). Either electronically sign this document or send a completed document through the official Seneschal email address in lieu of an electronic signature **AFTER checking that all required content is present**.
- ☐ Submitted on or before the **deadline of the 1st of the month** BEFORE the event takes place (e.g. the 1st of September for an October event). Contact the Kingdom Chronicler ASAP if missing this deadline is a possibility.

SUGGESTIONS TO MAKE YOUR AD BETTER

- ☐ **Better Directions:** Can a newcomer find your site ONLY using your directions (NO GPS/smartphone)? What if they are not coming from a major city?
- ☐ **Restrictions:** Have you addressed Beverage restrictions, Animal restrictions, food restrictions, Pavilions?
- ☐ **Feast Details:** Will there be a feast / tavern / sideboard? How much does it cost? Contact information for food-related questions / reservations?
- ☐ **Style Considerations:**
 - ☐ Text – is the information easy to read (large, clear font)? Save "fancy" fonts for accent only.
 - ☐ Colors – Do you have enough contrast between your text and the background?

Signature of Group Seneschal