



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):
 - The most current wording for “**Registration**” and “**Member Discount Registration**” (ask if unsure).
 - 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 (Is alcohol allowed? Period containers only?)
 - Animal restrictions (Are pets allowed? On leashes? In certain areas?)
 - Outside food restrictions (can people bring their own food?)
 - Pavilion restrictions (can people set up pavilions with large stakes?)
- Feast:** Will there be a feast / tavern / sideboard? How much does it cost? Do you have 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 – The Kingdom Newsletter is published in color (online) and black-and-white (physically). Do you have enough contrast between your text and the background for both formats?
 - Graphics – Does it look attractive? This is more than just a press release. Ask your local, regional, or Kingdom Chronicler if you need design help.

Signature of Group Seneschal