



Guidelines for Submitting Talk of the Town and Online Community Calendar Requests

The Town has the exclusive right to program and control content on the Town's online community calendar (www.parkeronline.org/calendar). The Communications Department is responsible for determining eligibility for and posting events on the community calendar. **The Town reserves the right to refuse posting of any event.** The following guidelines are in effect for all community calendar requests in order to inform the public of the types of events described below without regard to the message being conveyed by the event:

Qualifying Events

- The Town considers a qualifying event to be a carefully planned gathering by a not-for-profit entity that is open to the general public, includes entertainment, programming and/or activities and is surrounded by a targeted theme or cause. Events may have an associated fee, but must be a not-for-profit event.

- Submission of event details does not guarantee placement of your event on the community calendar. **Event must meet one of the following to be eligible:**
 1. Town event or activity
 2. Town sponsored or funded
 3. Not-for-profit community events open to the public and held in the 80134 or 80138 zip codes that meet the Town's "qualifying event" criteria set forth above
 4. Not-for-profit community events open to the public and held on government property within Douglas County

The following uses are not permitted on the community calendar:

1. Commercial or for-profit events, or advertising a commercial message
2. Private events not open to all members of the public
3. Regularly occurring weekly activities
4. Activities that are the subject of regular weekly rentals of any Town facility
5. Advertising for any event that does not qualify on the list above
6. Fundraisers that are not part of an actual "event" will not be listed on the calendar. This includes restaurant nights that donate a portion of sales back to a certain organization, sales of coupon books, cookie sales, etc.

Calendar Submission Requirements

- Community calendar requests should be submitted **NO LATER** than the 15th of the month prior to the event. For example, a request to advertise an event taking place in December should be submitted by Nov. 15. **Please plan ahead for your events.**
- To submit a calendar request, please visit <http://www.parkeronline.org/publicity> and fill out the online “publicity assistance request” form. Please fill out this form completely so we have all of the pertinent information regarding your event.