

Community groups/schools/churches/artists: Submitting your event for inclusion in the What's on Guide

This information sheet is for all *community groups, schools, churches, artists* planning an event that wishes to have it featured within our What's on Guide, which promotes the four-day festival programme.

The space you receive

A listing will provide details of the date/time/venue and summary of your event

*Example taken from the
2013 What's on Guide*

9:30 and 11:00 |
Upper Norwood Library
Special festival Waggle
and Hum, (two sessions)
Fiona Byers, children's librarian,
holds her much loved class for
0-2 year olds, including songs
and rhymes with puppets, with
a special celebratory Victorian
theme. Donations for the
library welcome.

Distribution

- The What's on Guide will have a print run of 8,000
- It will be distributed throughout Crystal Palace and the surrounding areas prior to and during the festival
- The What's on Guide will be embedded on the festival website. In 2013 this had 13,000 unique visits during festival week
- Your event will be mentioned in pre-event social media activity (Jan. 2014 stats: 2,024 Festival Twitter followers, 1,633 Facebook likes)

Cost, deadlines and who to contact

1. Cost of a listing - FREE
2. What's on Guide submission deadline: **5pm on 4 April 2014**
3. Send all programme listing information to info@crystalpalacefestival.org by **5pm on 4 April** at the very latest.

Please note:

- The festival team can only offer a marketing platform through the What's on Guide, website and social media, not organisational support for your event, due to limited resources and volunteers
- If you are organising an event please get in touch with the marketing team who can provide a number of different resources, including our logo. All we ask is that you follow the guidelines supplied with it.

If you have any marketing enquiries please contact marketing@crystalpalacefestival.org

Many thanks

The festival team