



## EVENT BROADCAST EMAIL REQUEST Promoting Area-Wide Sponsored Events

Area-wide Sponsored events may request to have an email sent by the national office to a targeted audience for the purpose of highlighting their upcoming event. Please complete the form below and send it with your Sponsored Event application. This should be a preplanned part of the Area Communication and Marketing Strategy as developed by the Area Board. This is only for the primary Area-wide events. Areas may designate no more than 2 Sponsored events as primary Area events a year.

**Event Name:** \_\_\_\_\_

**Event Date(s):** \_\_\_\_\_

**Sponsoring Area** \_\_\_\_\_

**Suggested Mailing Date:** \_\_\_\_\_

Please note: This suggested mailing date is best if left to 2-3 months before the event or possibly a week before any "Early Bird" registration deadline, depending on your Area Communication and Marketing Strategy. Also please see Basic Guidelines below before choosing.

**Primary Event Contact Information:** Please print clearly

**Name:** \_\_\_\_\_

**Member No.:** \_\_\_\_\_ **E-mail Address:** \_\_\_\_\_

**Primary Phone:** \_\_\_\_\_ **Alt. Phone:** \_\_\_\_\_

### **MAILING REQUEST**

**As your event may be on a state or Area border please consider carefully who you want to contact.**

Guild Area(s) \_\_\_\_\_

State(s) \_\_\_\_\_

### **BASIC GUIDELINES:**

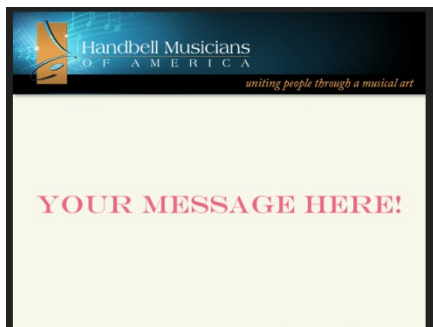
1. Your Sponsored Event application must be received and processed by the national office prior to this form being processed.
2. The Event Broadcast Email option is only available for the main Area events each year. This would not include local or state level workshops.
3. Area Chairs will be expected to coordinate with Area E-Newsletter / Communication Chairs and the Event Chair to assure the general timing of this event broadcast message is not overlapping other Area electronic communications
4. The Event Broadcast Email Request form and all necessary components (Content in Word document and any images) must be received in the national office *a minimum of 3 weeks* prior to the "Suggested Mailing Date." The national office accepts no responsibilities for coordinating the collection of the materials.

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#### BASIC GUIDELINES - CONTINUED:

5. The national office reserves the right to deny any Event Broadcast Emails where ALL the necessary materials have not been received in the national office a minimum of 3 weeks prior to the "Suggested Mailing Date."
6. There is an option for one (1) electronic event broadcast per qualifying sponsored event. If this option is not used for one event it cannot carry over to another.
7. The Suggested Mailing Date is just that -- suggested. The national office will work to meet these suggestions as closely as possible depending on the projected electronic traffic that day/week.
8. If you have a "Friends of List" that you would like to receive this email as well, then you must submit that list as an Excel CSV list with minimum fields of "Name" and "Email" to national ASAP
9. Image requirements if included:
  - Three file formats are supported: JPG, GIF and PNG.
  - Images are recommended to be no larger than 300 pixels.
  - An image can be no larger than 200KB in size.
  - For best results and questions, consult with our publications director, [JRSmith@handbellmusicians.org](mailto:JRSmith@handbellmusicians.org)
10. All electronic event broadcast emails will be set up using the general Handbell Musicians of America format template.



11. The text of the broadcast message will be from the supplied copy. Content will be provided as a Word document sent to J.R. Smith, publications director, [jrsmith@handbellmusicians.org](mailto:jrsmith@handbellmusicians.org).  
The Word document should include:
  - no formatting other than the inclusion of hyper links
  - Web links must be embedded within the Word document and
  - The indication of a graphic placement within the layout, if necessary
12. One e-mail proof of completed electronic event broadcast message allowing for standard typo corrections and minor changes only. Please note the national office reserves the right to cancel an electronic event broadcast message if the email proof is not confirmed prior to the projected send date.

I have read and understand the above Basic Guidelines.

Event Coordinator Signature: \_\_\_\_\_ Date \_\_\_\_\_

Area Chair Signature: \_\_\_\_\_ Date \_\_\_\_\_