SCA Event Checklist

☐ Group accepts event bid.
☐ Group Finance Committee approves event budget.

☐ Put the date on the Middle Kingdom Calendar.
  ☐ 6 months to a year before the event is ideal.
☐ Create website for the event.
  ☐ Make sure the website has all the information listed; registration, staff contacts, feast menu, class list, and activity descriptions at least two months before the event. Updates can be made after but there should be no empty sections by then.
☐ Link event website to the Middle Kingdom Calendar.
☐ Link event website to group and Baronial websites.
☐ Submit ad to The Pale.
  ☐ **Create both quarter and half page ad versions.**
    ▪ Ad templates for the quarter and half page ads are available at **www.midrealm.org/pale**.
    ▪ All ads must be submitted to *The Pale* via e-mail attachment in DOC, PDF, JPG, or TIF format, DOC or PDF preferred.
  ☐ **WITHOUT EXCEPTION, EVENT NOTICES MUST INCLUDE event name, sponsoring group, dates, times, site address, site registration (do NOT use the term fee), NAME (SCA & modern), email address and phone number of the event steward.** Website URLs and simple driving directions to the event site are useful but not required.
  ☐ DEADLINES: **All submissions for *The Pale* are** due by the 25th of the month two months prior to publication**. Send submissions for *The Pale* to** thepale@midrealm.org**. The Editor will send a receipt for all submissions no later than the day of the deadline. If you do not receive a confirmation e-mail, the Editor did not receive your submission.** Deadlines are absolute.
  ☐ There is no longer an extra charge for running ads more than one month. Get this done early and you can advertise multiple months! Please resend the ad each month to the Pale Editor.
☐ Create Facebook event on the SCA Kingdom of the Middle Facebook group.
☐ Invite Royalty.

  Optional:
☐ Create a single page printer friendly PDF flier for the event including directions. (You can expand the half page ad with more information.)
  ☐ Post PDF flier on the website.
  ☐ Email PDF flier to seneschals of nearby groups.
  ☐ Make copies of the fliers and ask to leave them at the Gate of nearby events.
☐ Set up to take preregistration through Paypal.