Event Brochure Checklist

The following checklist includes essential as well as recommended components for an event brochure. Consider each item as you assemble a brochure that will advertise your event and attract participants.

Much of this information will already be available in your preparation of the Electronic Sanctioning Request (ESR). A brochure will be automatically created by my.ava.org based on your ESR information, or you can develop your own custom brochure.

___ 1.	Name of sponsoring club.
___ 2.	AVA logo and IVV logo (on the front). State Association logo (if applicable). Club logo. Photo or graphic design.
___ 3.	Type of event (walk, bike, etc.). Distance(s). Trail Ratings.
___ 4.	Event City [The following are not applicable to OSB-only events] Driving Directions from a major highway(s) or city(ies), Exact Street Address and/or GPS Latitude/Longitude Coordinates and parking for the event. Map of area around the start point.
___ 5.	Date(s) of event. Start and finish times. For YRE/Seasonal Events include the statement that the event can be done during daylight hours, during host business hours, but list any days closed.
___ 6.	Event 6-digit serial (sanction) number. Y number for YREs and SEs. Special Programs offered.
___ 7.	Information contact (usually the P.O.C.): phone number (indicate if text messaging is preferred), email address, and alternative contact person if applicable.
___ 8.	Internet resources. For example, websites for the event on my.ava.org, for the club, for museums along the trail or special events scheduled for the same day(s) as the Volkssport event.
___ 9.	A general description of the trail including walking surface, hills and the expected level of difficulty. An accessibility statement or icons indicating whether wheelchairs, baby strollers or wagons, and pets can be taken on the trail.
___ 10.	A statement that water will be available at the start/finish and control points or that water must be carried. Availability of restroom facilities at the start/finish and throughout the course. Except for events scheduled for the cooler months, describe the amount of shade on the trail (e.g., limited shade, significant shade, mostly in the shade).
___ 11.	Miscellaneous information: parking fees, entry fees, commercial and/or public bus/railway/ferry information, policy on cameras, etc.
___ 12.	If an award is offered, a photo or sketch of the award should be included. Identify the type, cost of award, size, design description, number available and whether more will be ordered.
___ 13.	Registration fees and instructions. If applicable, pre-registration form with pre-registration deadline.
___ 14.	Include these sentences verbatim: "New Walker Packets and IVV Record Books will be available" (Traditional Events only). "Every reasonable effort will be made to conduct a safe, enjoyable, and memorable event."
___ 15.	Boilerplate Stipulations: Include these sentences verbatim. You are welcome to use a small font to save room: "This event is open to everyone. This event is sanctioned by the American Volkssport Association (AVA), a member of the International Federation of Popular Sports. This event counts toward the acquisition of IVV Achievement Awards. With registration for these events, the participants accept the guidelines for AVA Volkssport events and agree to observe the principles of good sportsmanship. Littering is prohibited. Children under 12 must be accompanied by an adult. The sponsors are not liable for accidents, thefts, and/or material damage. An AVA athletic waiver must be signed by those participating in any event. A parent or guardian must sign for children under 18. This event will take place regardless of weather conditions except if noted in the sanction. Please check the website before traveling to the event using the URL on the bottom of the front page. Anything extraordinary will be noted there. There will be no refunds for pre-paid fees. The fee for event credit is $3. Anyone may participate for free (subject to club policies), after signing the waiver, if no credit is desired. Donations are welcome but also not required."