

APPENDIX E: GUIDELINES FOR ENTERING AND UPDATING YEAR ROUND/SEASONAL EVENTS

All sanctioned events appear on the AVA website where they can be viewed by seasoned Volkssporters as well as the curious potential new participant. This provides free advertising to the club. It is the responsibility of the club to provide good information that will interest people in attending the event and enable them to get there.

In addition, events entered as Year Round or Seasonal during the identified sanctioning window are included in the *Starting Point* book published annually by the AVA.

Entering and updating an Event Sanction Request (ESR) is a one-step process in that information that appears in the *Starting Point* book is pulled from this page. Additional information can be entered from the **Edit** page and will appear on the AVA website only.

To enter an ESR for a new Year Round or Seasonal Event or renew an event of this kind:

Log into the Club Maintenance page; click on **YREs**. To enter a new event click on **Create New YRE**. Fill in the blanks using the following guidelines:

Select Region

Open the drop-down menu and click on the region where the event will take place.

Event Dates

Start Date and End Date should follow the MM/DD/YYYY format.

Event Type

Open the drop-down menu and click on the type of event you will be conducting.

State Association

If the state where the event will take place is governed by a state association open this drop-down menu and click on the appropriate one.

Start Point Only

This is the name of the location where the event registration will take place.

Event Description

Be frugal when entering information as this will appear in the *Starting Point* book. Use this field to provide trail information and to market your event.

Event Comments

Enter a description of your trail including the basics – the terrain, how that relates to the difficulty, hours of operation of the start point. (All elevations over 3,500 feet must be included in the written description of an event.) Then describe the sights along the route. If the event qualifies for any AVA Special Programs identify the relationship. Use this space to motivate the reader to attend. If you are offering an award describe it and specify the cost, which should include IVV credit. If there are any additional costs – venue entry fee, parking fee – be sure to state that so people are prepared.

Special Programs

Return to the Special Program button. There is a menu of Special Programs. Select any Special Program that relates to this Event.

Start Point Address and Driving Directions

Enter the street address of your event registration location including the zip code. Provide driving directions from the closest interstate or major highway.

Event City

Enter the city where the event will take place. Do not enter the state here.

Event State

Open the drop-down menu and click on the state where the event will take place.

Distance

Enter the distance(s) the event will offer – 10km/5km.

Event Website

This should link to a page that is specific to this event, not to the homepage of the club website.

Point of Contact

Enter the Name, Address, City, State, Zip code, Phone Number and Email Address of the person who is familiar regarding this event and will respond to questions.

Special Information

Designate the appropriate values for each of the icons.

Award Type

Open the drop-down menu and click on the appropriate designation.

Event Rating

Click on the appropriate trail rating from the drop down menu.

Stamps (1 or 2 only)

Enter **2** only if you have an alternate start point for this event.

Review and fine tune your input.

After filling in all of the spaces click on **Submit**. You will receive a confirmation page – PRINT THIS AND KEEP IT FOR YOUR FILES. This page shows your event reference number. Notify your Sanctioning Authority that you have entered a new ESR and that it is ready for approval. The IVV Certification Stamp number will be assigned by AVA Headquarters at the request of the Sanctioning Authority once the event has been approved.

Enter all Special Programs, if any.

For Year Round Events/Seasonal Events:

From **Check ESR** page click on the **Starting Point Listing** to see how your event will appear in the book.

If you have extra information that you would like to enter about the event or the surrounding area return to the navigation page, click on **Events** then **Check ESR**. Click on the **Edit** button for the appropriate event. This field **COMMENTS** is unlimited; the data entered will only appear on the AVA website.

Once the event has been approved and appears on the list of events look at it again. Click on the **link for more details** – this is what the public sees. Ask someone who is not familiar with the event to read the information and provide feedback on what is entered.

This information can be edited anytime. Once the sanctioning window has closed the changes will appear only on the website. If something about your event changes make those changes to the website.

To renew Year Round Event or Seasonal Event click on **YREs** then **Renew** for the event you wish to renew. You will need to enter a **new** date. Verify the remaining information; if everything is still current **Submit** the event. Print the confirmation page and keep it for your files.

Enter all Special Programs, if any.