

## Event Brochure Checklist

A printed brochure is an advertisement for your event. Use this checklist to insure you include all necessary and pertinent details. At a minimum the following information should be included:

- \_\_\_ 1. Name of sponsoring club.
- \_\_\_ 2. AVA logo and IVV logo (on the front).
- \_\_\_ 3. Type of event.
- \_\_\_ 4. Location and parking for the event.
- \_\_\_ 5. Date(s) of event.
- \_\_\_ 6. Distance(s).
- \_\_\_ 7. Statements: "This event is sanctioned by the American Volkssport Association (AVA), a member of the International Federation of Popular Sports" and "This event counts towards the acquisition of IVV Achievement Awards."
- \_\_\_ 8. Event sanction number (for example MA12-12345 region code, year/event reference or sanction number). Special Programs offered. Coordinates when available.
- \_\_\_ 9. Specific location/address from a well-known landmark for start/finish.
- \_\_\_ 10. Start and finish times. For YRE/Seasonal Events include the statement that the event can be done during daylight hours, host business hours, or list any days closed.
- \_\_\_ 11. Information contact including phone number, email address, and alternate if available.
- \_\_\_ 12. Access to Internet resources. [www.ava.org](http://www.ava.org) Traditional Events.
- \_\_\_ 13. A statement that the event is open to everyone.
- \_\_\_ 14. A general description of the course including terrain, surface hills and the expected level of difficulty (trail rating). A statement indicating whether or not wheelchairs, baby strollers or wagons can be taken on the trail.
- \_\_\_ 15. Each club is responsible for providing a waiver clearly visible for all participants on personal loss. "The American Volkssport Association or its subsidiary clubs are not responsible for theft or loss of personal belongings or property." All participants must sign a waiver.
- \_\_\_ 16. 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 along the course.
- \_\_\_ 17. Written directions adequate for those who are unfamiliar with the area to find the event.
- \_\_\_ 18. Miscellaneous information: parking fees, entry fees, commercial bus/railway/ferry information, policy on pets and cameras, etc.
- \_\_\_ 19. 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 or not more will be ordered.
- \_\_\_ 20. Registration fees and instructions.
- \_\_\_ 21. Pre-registration form and pre-registration deadline.
- \_\_\_ 22. Refund policy and event conditions.