

Thank you for submitting your event for Denton Halloween. Please read the information below before submitting.

1. Photos:

- A. All photos should have a 1:1 aspect ratio with important content centered on the image to avoid the cutting off of details.
- B. We recommend not having any event information in the photo. All vital information about your event will be available directly under the submitted image.
- C. Keep things simple. We will have hundreds of event submissions, so an eye-catching image is essential.
- D. Assume that website visitors are not familiar with your brand or event. Choose an eye-catching image that tells a story of what attendees can expect if they attend your event.

2. Event Information:

- A. The more information you fill out about your event, the more likely people are to come. A detailed description of your event will also make your event more likely to pop up on the front page of Google. We may deny your event submission if there are not enough details provided.
- B. Include any links for attendees to learn more about your event.
- C. Please indicate in the description if your event is ticketed with a link to where attendees can purchase tickets.
- D. Use the event filters. This is the easiest way for your appropriate audience to find your listing.

3. Extra Tips:

- A. Keep things short and sweet. There will be hundreds of events listed. Assume that website visitors click only on events with images that highlight something fun they may want to do, and only skim your event description.
- B. Before submitting, read through your listing and ask yourself, "If I saw this on the calendar with hundreds of other submissions, would I choose to attend my event over another?"
- C. Check your spelling, grammar, dates, locations, and times.

4. My event was denied:

- A. If you receive an email notifying you that your event was denied, please reach out to halloween@cityofdenton.com for more information.