



# Pickaway County Event Promotion Guide

This guide is designed to assist event organizers in submitting events to the Pickaway County Visitors Bureau (PCVB) calendar. It provides the information needed to effectively promote events across our website, social media, and other marketing channels. Our goal is to make your event easy to find, understand, and visually appealing to potential visitors.

## Benefits of Submitting Your Event

- Your event appears on [pickaway.com](http://pickaway.com), our official destination website.
- It may be included in social media posts, email newsletters, and special promotions.
- It helps visitors plan trips, weekends, and day visits to Pickaway County.
- It supports the broader visitor economy by showcasing local events.

*All events are reviewed by PCVB staff and approved within 24–48 hours.*

## Event Submission Process

### Step 1: Visit the Submission Page

Submit your event online at:

**[pickaway.com](http://pickaway.com) → Events → Submit an Event**

*If the submission form is not working, email the details to [events@pickaway.com](mailto:events@pickaway.com).*

### Step 2: Complete the Required Fields

- **Event Title:** Clear, specific, and visitor-friendly.
- **Event Description:** What the event is, who it's for, and why someone should attend.
- **Event Date & Time:** Accurate start and end dates/times.
- **Venue Details:** Location name and address.
- **Organizer Information:** For verification and inquiries.
- **Event Website or Link (if available):** Helpful for ticketing and details.
- **Event Cost:** Leave blank to hide, enter 0 for free events.

# Image & Artwork Guidelines

Images are crucial for event promotion. Clear, well-sized images make your event stand out.

## Website Event Image (Required)

- **Size:** 800 × 600 pixels
- **Orientation:** Horizontal (landscape)
- **File types:** JPG, PNG, or GIF
- **Size limit:** Under 128 MB

## Social Media-Friendly Artwork (Optional)

- **Square image:** 1080 × 1080 pixels
- **Vertical image:** 1080 × 1350 or 1080 × 1920 pixels

Providing social-sized images allows for easy sharing without resizing or cropping.

# Tips for Strong Event Descriptions

A great event description should answer the following:

- What is happening?
- Who should attend?
- Is it family-friendly, adults-only, or all ages?
- Are there food, music, activities, or unique features?

Include details like:

- Weather dependency
- Registration or ticket requirements
- Accessibility notes
- Parking information

# Event Visibility & Promotion Opportunities

Approved events may appear in:

- The Explore Pickaway app
- PCVB social media channels
- Email newsletters
- Special promotions

## Planning Ahead = More Promotion Opportunities

Events submitted 90 days in advance may qualify for:

- Printed materials
- Regional or statewide promotions
- Seasonal marketing campaigns

Early submissions provide more flexibility for broader promotion.

*In addition to standard promotional support, the Visitors Bureau also offers **marketing co-op opportunities** for businesses seeking additional exposure. These opportunities are collaborative and customizable based on goals and timing — please reach out if you'd like a personalized quote or to explore available options.*

## After Submission

- PCVB staff reviews submissions within 24–48 hours.
- Approved events appear on the calendar and the Explore Pickaway app.
- Some events may receive additional promotion based on timing and audience.

*Note: Not every event can be shared on social media due to volume and timing.*

## Need to Make Changes?

Email updates to **info@pickaway.com** with:

- Event name
- Date
- Details to update

## America 250 in Pickaway County

As the U.S. approaches its 250th anniversary in 2026, Pickaway County is highlighting Ohio's history, culture, and community connections. Events related to:

- Local history, heritage, transportation, agriculture, or arts
- Education, civic pride, or storytelling
- Celebrations of milestones or traditions

Consider noting this in your event description or contact PCVB staff for America 250-related promotions.

*Events must align with PCVB's mission and are subject to approval.*

## Contact Information

For further assistance or inquiries:

- Email: **info@pickaway.com**
- Phone: **740-474-3636**

