Visit GAINESVILLE
Alachua County, FL

Event Submission Guidelines for the Visit Gainesville, Alachua County What's Good® Guide and the Visit Gainesville.com Calendar

what's good.
GAINESVILLE + ALACHUA COUNTY
GUIDE OF WEEKLY EVENTS

Set a date to enter all of your upcoming 2025 events onto the new VisitGainesville.com website.

Did you know that many event attendees make plans to participate in activities months in advance? Posting your events for the year on the FREE Visit Gainesville.com website calendar will increase the reach of your message. In addition, your event may be included on the What's Good® guide of weekly events.

The Visit Gainesville, Alachua County *What's Good®* event guides are distributed weekly and quarterly on the VisitGainesville.com website, via email distribution to 25K+ subscribers, and promoted on social media to hundreds of thousands of visitors and residents annually.

For inspiration, please the below example which follows the Visit Gainesville, Alachua County Editorial Guidelines:

Date: December 13, 5:00 p.m. - December 14, 8:00 p.m.
Event Name: Toy Trains at Christmas Choo Choo Trains
Venue: Saint Bartholomew's Episcopal Church
Address: 105 NW 2nd St., High Springs, 32643

Overview: See toy train displays and join the fun with historic beginnings. Admission is free.

Christmas Choo Choo Trains are on display Friday, December 13, 5 p.m. – 8 p.m., Saturday, December 14, 2 p.m. – 5 p.m. and Saturday, December 20, 5 p.m. – 8 p.m., December 21, 11 a.m. – 4 p.m.

Inclusion in the What's Good® guide begins with your event submittal for VisitGainesville.com. Event submittals to the VisitGainesville.com event calendar are reviewed by staff for compliance with editorial guidelines and standards. To help make your submission process smooth and ensure your event information is displayed correctly, **please follow the following publishing guidelines:**

1. **Event Name**
   - Use only the event name (no additional descriptors or taglines).
   - Keep the event name concise, at 50 characters or less.
   - For music, theater/theatre and art related events follow the following style conventions:
     - Music: "Style of music" by "name of the band"
       - For example: Classic Rock by The Shambles
     - Theatre: "Name of the play"
       - For example: Matilda the Musical
     - Art Gallery/Museum: "Exhibit name," "type of art" by "artist name"
       - O'town Blues Art Exhibit by Rafael Tufino

2. **Event Overview: Headline and Description**
   - Limit the headline and description to 60–65 words in total.
   - Include what attendees can expect to experience, focusing on descriptive details.
   - Start the overview with a headline.
     - The headline must begin with an action verb.
       - Examples:
         - Make Spirits Bright: Celebrate one of Gainesville's Beloved Holiday Traditions with The Hipp's Festive Live Theatre
         - Experience Magic and Mischief at "Matilda the Musical"
         - For example: View Rare Animals on Thanksgiving Tours at Carson Springs Wildlife
   - Write in a clear, inviting, friendly tone and provide meaningful details about the event.
   - Do not use first person. Eliminate the use of first person in the copy.
     - For example:
       - INSTEAD OF: Join us for Merry Making Maker's Market at Gainesville Gifts on the Square,
       - USE: Celebrate the third annual Merry Making Maker's Market at Gainesville Gifts on the Square.
   - Eliminate or avoid passive tense in the copy.
   - Avoid or minimalize the use of adjectives like "vibrant," "brilliant," "fabulous," or other non-essential superlatives.

3. **Event Date and Time**
   - Spell out the full month name (e.g., December 3).
   - Do not include ordinal indicators like "st," "nd," "rd," or "th" (e.g., "December 3," not "December 3rd").
   - List the time in the format: "10:00 a.m." or "7:30 p.m." Ensure correct use of "a.m." and "p.m."

4. **Event Location**
   - Include both the venue name and full address
   - Format the address for clarity, e.g., "Gainesville Event Center, 123 Main Street, Gainesville, FL 32601."

5. **Photos and Media**
   - Include images, logos, or other media with your submission.
   - Ensure these are high-quality, not pixelated or blurry.
   - AVOID writing or graphics on the photos where possible
   - Event posters or fliers may be submitted IN ADDITION to photos.
   - By submitting, you acknowledge that you are the rightful owner of the image and that you have the authority to release and authorize Visit Gainesville, Alachua County to use and reproduce the materials on our website, social media, and other promotional materials.

6. **Links/URLs**
   - Your event submission must include a link to where attendees can learn more about your event, get updates, buy tickets to attend, etc.
   - Consumers should be directed to your ticketing page. Avoid consumers having to click through several pages to buy tickets or RSVP for your event. *The event URL should take your potential attendee directly to the information needed to engage or participate in your event.*

7. **Editorial Review**
   - All event submissions will be reviewed and may be edited for clarity, consistency, and alignment with our editorial guidelines. By submitting your event, you grant Visit Gainesville, Alachua County the right to display and reproduce your event details across our website, social media, and the *What's Good®* guide.

8. **How to Submit**
   - To submit your event, go to https://www.visitgainesville.com/events/community/add/

Contact Us

If you have any questions or need assistance with your submission, please contact our team at **info@visitgainesville.com** or **(352) 374-5260**.