

# Sioux Falls Arts Council Events Calendar Guidelines



The Sioux Falls Arts Council offers a user based events calendar in which organizations or individuals submit events for review. We invite you to use our "Submit Event" button on the website in order to ensure your arts events make it on our calendar! If your event is submitted at least 2 weeks in advance, we will promote your event in the following ways:

- Promotion in e-newsletters
- Social media promotion
- Possible news/media opportunities
- Listing on artssiouxfalls.org

## Before you Submit

- Review the events on our calendar to get familiarized with the style and format of events.
- Double-check all information for your event.

## Guidelines for Submitting Events:

- Must be within the Greater Sioux Falls Area (Lincoln, McCook, Turner, Minnehaha counties)
- Must be arts related
- Include these must-have details:
  - Start time and end time (if applicable)
  - Date
  - Location
  - Contact name, phone number and/or email
  - Keep event titles to 10 words or less.
  - Add admission fees & link to tickets

## Tips:

1. Check for misspellings.
2. If there are acronyms, make sure they are spelled out somewhere in the description.
3. If an event requires tickets, include ticket price and where to buy them.
4. If an event requires registration, include the instructions on how to register.
5. If an event description has a lot of text, break it up with paragraph breaks/ returns so it's not one giant lump of text.
6. If an event has a related website with more information, include it.
7. FACT CHECK: CLICK ON WEBSITES to make sure they are not broken links.
8. Remember, the Events Calendar is for arts related events within the Greater Sioux Falls Area.

Looking for more ways to promote in the Sioux Falls area and beyond?

- List your downtown event with Downtown Sioux Falls [here](#).
- List your event with the Sioux Falls Convention and Visitors Bureau [here](#).

Thank you for listing your event with the Sioux Falls Arts Council, and for helping our efforts and mission "to enrich Sioux Falls culture, economy and opportunity by building a stronger, more vibrant arts community."