

## Event Requirements and Benefits

Greenweeks is a great opportunity to promote your action for a cleaner, greener, healthier Nottingham and Nottinghamshire. While many organisations hold events especially for Greenweeks, it may be that you decide to schedule an existing event to tie in with the programme, or that you already run regular events that will benefit from the extra publicity during Greenweeks.

### Event Requirements

Events must focus on supporting people to live more environmentally or sustainable lives. For example by supporting people to reduce their own carbon footprint and must involve community participation (it can also be a restricted community e.g. for employees, children and parents of a school).

To help promote the festival and the other events that are part of it, we require that you advertise your event as part of the festival and also to take our events guide publication to distribute at your event.

Event Organiser Benefits	Event Organiser Commitments
Events listed free on website	All organisers need to register as event organisers on the Greenweeks website. Contact us for support if required.
Free entry in printed events guide (deadline date: 27 April)	In return for our advertising, we require you to return the favour where possible, by advertising Greenweeks in your publicity materials, website etc. This helps the integrity of the campaign.
Access to secure 'event organisers' area of website to download resources, including public monitoring and photo consent forms and several how to guides.	Events that are held at the beginning of the programme will be supplied with Greenweeks printed material and are required to distribute this where possible.
Free access to one or more Greenweeks volunteers to assist at the event when available (apply as soon as you can)	Organisers are requested to ensure their event details listed on the website are accurate before the deadline for printing the events guide (Monday 27 April)
Free template publicity materials, including posters and press releases.	Public transport to events and other carbon reduction measures must be included where possible. See separate section on greening your event.
Free Greenweeks posters and display materials for display and distribution at events	Organisers are required to carry out monitoring on the impact (particularly measures to reduce carbon) of their event and to complete a short feedback form at the end of Greenweeks
Telephone and email support in the period leading up to and during the Greenweeks programme.	

**See also**

How to get involved for community groups

How to get involved for businesses

How to get your event onto the radio and in the press

Greening your event

**Resources available**

Website entry

Entry in printed programme (deadline applies)

Post cards/flyers

Greenweeks banner to loan

Greenweeks stall (1<sup>st</sup> 2 weeks of programme)