

# PROMOTING COMMUNITY EVENTS WITHIN CITY OF PROSPECT

City of Prospect supports local community events, festivals and exhibitions, and we want to help promote these events where possible.

There are several ways we can help promote your event, provided it meets our eligibility criteria.

## What is an eligible event?

**For an event to be eligible for council supported promotion, it needs to:**

- Take place within the City of Prospect council boundaries
- Be open to the public
- Be of benefit to the greater City of Prospect community
- Not involve any illegal activity.



## How City of Prospect can promote eligible events

- Article in Your Prospect magazine
- Paid advertising in Your Prospect magazine (dimensions and rates available on our website)
- Event listing on council website
- Event promotion via council social media
- Promotional signage across council area
- Display event flyer in Vine Street Plaza community noticeboard and Payintha customer service desk
- For businesses, promotion is available through our Investment Attraction Officer.



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If your event does not meet the eligibility criteria to receive promotional support from City of Prospect, there are many alternate but effective ways to promote your event.

## Tips for promoting your event

- Make the most of social media:
  - Ask co-hosts and vendors to promote event via their channels
  - Post in relevant Facebook groups
  - Consider a paid social media post
- Ask those who already work with your target audience to promote the event
- List event on activities/events sites
- Create an email list database of previous event attendees and send targeted emails
- Ask local businesses to put event flyers in their windows
- Add a custom email signature banner to outgoing emails
- Consider a letterbox drop of flyers promoting your event.

