

Guidelines for Entering and Updating Regular Events

All sanctioned events appear on the AVA website where they can be viewed by seasoned volkssporters as well as the curious potential new participant. This provides free advertising to the club. It is the responsibility of the club to provide good information that will interest people in attending the event and enable them to get there.

Entering and updating an Event Sanction Request is a two-step process. Only basic event information is entered from the entry page.

To enter a 'Regular' ESR: log into the club maintenance page; click on 'Events' then 'Enter ESR'. Fill in the blanks using the following guidelines:

Select Region – open the drop-down menu and click on the region where the event will take place.

Event Dates - Start Date and End Date should follow the mm/dd/yyyy format.

Event Type - Open the drop-down menu and click on the type of event you will be conducting.

Event State Association – If the state where the event will take place is governed by a state association open this drop-down menu and click on the appropriate one.

Start Point Only – This is the name of the location where the event registration will take place. Keep this basic. The address is entered when the event is edited.

Event City – Enter the city where the event will take place. Do not enter the state here.

Event Website – This should link to a page that is specific to this event, not to the homepage of the club website.

Event State – Open the drop-down menu and click on the state where the event will take place.

Distance – Enter the distance(s) the event will offer – 10K/5K

Point of Contact - enter the Name, Address, City, State, Zip code, phone number and email address of the person who is an expert about this event and will respond to questions.

IVV Loaner Banner Requested – If you check "Yes" be sure to let your sanctioning authority know. This information does not appear anywhere once you submit the event.

Stamps (1 or 2 only) – Enter '2' only if you anticipate having a very high number of participants and will have the workers to man two finish stations.

After filling in all of the spaces click on 'Submit'. You will receive a confirmation page – PRINT THIS AND KEEP IT FOR YOUR FILES. This page shows your event number.

To complete the event information return to the navigation page then click on 'Check ESR'. Click on 'Edit' to bring up the event. The basic information that you entered on the entry page will appear. From this page you enter additional details about the event that will enable prospective participants to find it. This page offers the opportunity to sell your event. Remember to use 'English' since non-volkssporters will be viewing your information. Avoid using abbreviations, sentence fragments and do not use ALL CAPS.

Start Point Address and Driving Directions – Enter the street address of your event registration location including the zip code. Provide driving directions from the closest interstate or major highway.

Extended Description – This field is virtually unlimited; use it to sell your event. Enter a description of your trail including the basics – the terrain, how that relates to the difficulty. Then describe the sights along the route. If the event qualifies for any AVA Special Events identify the relationship. Use this space to motivate the reader to attend. If you are offering an award describe it and specify the cost, which should include IVV credit. If there are any additional costs – venue entry fee, parking fee – be sure to state that so people are prepared.

Event Comments – Enter anything else that you feel people should know about your event.

Event Rating – open the drop-down menu and click on the appropriate trail rating.

Start Times – The size of this field is limited so keep the entry simple – 9am-noon, finish by 3pm. If you need to elaborate enter "See Event Comments".

Awards – Open the drop-down menu and click on the appropriate designation.

Current Values – Open each of the drop-down menus under the icons and click on the appropriate value.

Re-read what you have entered; when you are satisfied click 'Submit'. Print the confirmation page and retain for your files. Notify your sanctioning authority that you have entered a new ESR and that it is ready for approval.

Once the event has been approved and appears on the list of events look at it again. Click on the link for more details – this is what the public sees. Ask someone who is not familiar with the event to read the information and provide feedback on what is entered.

This information can be edited anytime, up to the day of the event. If something about your event changes make those changes to the website.