

Event Brochure Checklist

A printed brochure is an advertisement for your event. Use this checklist to insure you include all necessary and pertinent details. At a minimum the following information should be included:

- 1. Name of sponsoring club
- 2. AVA logo and IVV logo (on the front)
- 3. Type of event
- 4. Location of event
- 5. Date(s) of event
- 6. Distance(s) offered
- 7. Statements: "This event is sanctioned by the American Volkssport Association (AVA), a member of the International Federation of Popular Sports" and "This event counts towards the acquisition of IVV Achievement awards."
- 8. Event sanction number (for example MA10/12345 – region code year/event reference number)
- 9. Specific location/address for start/finish
- 10. Start and finish times. **For YRE/Seasonal Events** include the statement that the event can be done during daylight hours only and list any days closed.
- 11. Information contact including phone number and email address
- 12. A statement that the event is open to everyone.
- 13. A general description of the course including terrain, surface hills and the expected level of difficulty (trail rating), a statement indicating whether or not wheelchairs, baby strollers or wagons can be taken on the trail.
- 14. Disclaimer that does not refer to AVA Insurance: "The sponsors are not liable for accidents, thefts and/or material damage. Reasonable effort will be made by the sponsors to make this a safe, enjoyable and memorable event."
- 15. A statement that water will be available at the start/finish and control points OR that water must be carried.
- 16. Area map with written directions adequate for those who are unfamiliar with the area to find the event.
- 17. Miscellaneous information: parking fees, entry fees, commercial bus/railway/ferry information, policy on pets and cameras, etc.
- 18. If an award is offered a photo or sketch of the award should be included. Identify the type of award, size, design description, number available and whether or not more will be reordered.
- 19. Registration fees and instructions.
- 20. Pre-registration form and pre-registration deadline.
- 21. Refund policy and event conditions.