

Advertising Policies and Guidelines

Goals

Seeking to preach Good News, not good advice, to as many people as possible, our advertising policies and guidelines guarantee as much as possible that event advertising:

1. Communicates accurately and clearly event details.
2. Runs for an appropriate amount of time.
3. Causes as strong a turnout as possible.
4. Is consistent ascetically to all other advertising.
5. Does not have to change during the promotion time period.

Advertising Policies and Guidelines

1. You must be a member at Redeemer and have a leadership role in the ministry the event is hosted by.
2. Redeemer's assigned staff has sole discretion concerning what, when, and where advertising materials are promoted.
3. Advertising Materials: Redeemer's assigned staff creates and manages all graphics that it promotes.
4. Timeline:
 - a. **Events must be scheduled with the church office at least 10 weeks in advance.** This ensures there are no scheduling conflicts and provides 4 weeks for assigned staff to: create promotional materials, update the website with all advertising content and information, update the website with necessary items such as registration forms, update the bulletin, inform people who need to know details about the event, schedule multiple social media platforms with the event's promotional materials, as well as do anything else necessary to advertise the event clearly and effectively.
 - b. **Any requests made within 10 weeks may not receive the accommodations and/or promotion requested due to conflicts and time constraints.** There is no guarantee of advertising if a request is made within 10 weeks of the event date.
 - c. **No event will begin advertising within 4 weeks of event date.** All advertising must begin at least 4 weeks prior to the event.
5. **Event Request**: To schedule an event, you must send to Collin (Collin@redeemerwaco.org) the attached form completely filled out for the event.

Event Request Form

The following form is to be used to request approval to schedule an event and subsequent advertising for the event from Redeemer Presbyterian Church.

1. How many weeks away is the event? _____ weeks.
2. Briefly describe what your event is and the purpose of your event.
3. What is the address and description of the location where your event will take place?
4. What are the exact dates and times when your event will take place?
5. Who exactly can participate in your event? Men and women? Only women? Only men?
Age range?
6. How much will your event cost each participant exactly? _____
7. What is the deadline to pay the participant cost? *Costs cannot be changed once advertising begins.*
 - a. How and where do participants sign up or register for your event?
 - b. How and where do participants pay for your event?
 - c. What is the deadline to sign up? _____
8. Please provide for the main point of contact:
 - a. Name: _____
 - b. Role in the Event or Ministry: _____
 - c. Email: _____
 - d. Phone: _____