



Black Star Event Ad Checklist

Event: _____ Steward: _____

REQUIREMENTS

- ___ Date (*modern: day, month, and year*).
- ___ Name of the sponsoring group (s).
- ___ Location of the site (*name, address [street address if available], city, state*).
- ___ Times that the site opens and closes.
- ___ Name (both SCA and modern), phone number and e-mail address of the event steward.
- ___ The statement: "*Make checks payable to: {SCA Inc./Group Name}*," if there is a registration price.
- ___ The most current correct wording for the **registration and member discount registration**, if there is a registration price.
- ___ The statement: "*Minors must be accompanied by a parent or legal guardian. They may also attend with a 21 year old or older adult with a signed and notarized Minor Event Waiver Form from the parents.*"
- ___ A camera ready map **and/or** directions to the site. If a map is included it should be clear and easy to read, in black ink or laser printed {if not electronically submitted}, written directions are provided with the map {if needed}. A release from the artist that created the map is included. Maps from mapping programs are not acceptable.
- ___ A release from the artist is included for all artwork (including maps and/or heraldry).
- ___ The Seneschal of your group has signed off on your event announcement(s). Please do not send *The Black Star* any event announcements that have not been reviewed and signed by your Seneschal. The Seneschal can email the ad and this form from their official Seneschal email account instead of physically signing this form.

SUGGESTIONS

- ___ Can a stranger find the site by just using the map given, at 2:00 a.m., after driving 7+ hours, without stopping to look at a road atlas or ask instructions; even if they come from an unlikely direction?
- ___ Is the entire event announcement typed, including the map?
- ___ Are there beverage restrictions listed? "*Discreetly Dry*" is not allowed.
- ___ Is there a feast and if so, for how much? How much is the feast cost?
- ___ Are pets allowed? If so, are there any restrictions?
- ___ Have italic, script and calligraphy fonts been used for accent only?
- ___ Can the event announcement be read easily (*i.e., no very small font sizes or hard-to-read fonts*)?
- ___ Have any advertisement fees been included with the submission? The ad will not be published until all fees are paid.
- ___ If you are sending an electronic file of your event announcement, have you included all graphics, fonts, and any other files needed to publish your ad. Do not assume that the Kingdom Chronicler has a copy of the font you used.
- ___ Will the event announcement be emailed in time to arrive before *The Black Star* deadline of the 1st of the month prior to the month you wish it published? If not, have the appropriate late fees been included **AND** the Kingdom Chronicler notified of the late announcement?

Signature of Group Seneschal