

# WHAT'S YOUR ART?

ARTS ORGANIZATIONS  
THE ART OF ENTERING YOUR EVENTS

## 1. WHAT IS AN EVENT?

An event is open to the public and is temporary. An event can include exhibitions, performances, fundraisers, special workshops, seminars, outings, lectures, etc. Meetings, practices, and private events not open to the general public should not be submitted.

Note: Any Contests or News Releases should be submitted directly to The Arts Council for publication (see NEWS section attached).

When you submit your event through the What's Your Art? Website it is sent to the Arts Council for approval and final publishing. If your event is approved it will show up on the website within 3 business days of your submission. If you are not sure whether your event should be submitted, simply submit your event and The Arts Council will make the decision.

## 2. TO START ENTERING YOUR EVENT

Go to [whatsyourartgr.com](http://whatsyourartgr.com). Scroll to the bottom of the homepage and click on **submit an event** on the left. Or go to [whatsyourartgr.com/addEvent.cfm](http://whatsyourartgr.com/addEvent.cfm).

Enter your organization from the drop down menu, and enter the security verification code and click submit.

## 3. EVENT NAME AND DESCRIPTION

Please keep your event title and description as concise as possible. There is a separate field further down the form for entering a link to your website for more information, and separate fields just below the description for entering information such as an author, conductor or curator. Do not use italics anywhere on the form.

## 4. TICKET INFORMATION

Enter any relevant ticket information here. Note that there is a field further below on the form for entering a link to purchase tickets, as well as a space to enter your phone number.

## 5. COST

In the cost section use the drop down arrow to select which value best describes the cost of your event. If the event is free, select free. This is just to give the public a general idea of cost.

**\$= \$1-\$15**

**\$\$= \$16-\$30**

**\$\$\$= \$31 and up**

## 6. SPONSORS

Use this field to input any sponsor information applicable to your event. Omit this field if you don't have sponsors, or if you don't wish to have your sponsors listed.

## 7. CATEGORY

Select the category that best fits your event, not your organization as a whole.

## 8. RELATED

Select the grouping that most closely relates to your event. This field is used to determine the placement of your event in the **You May Also Enjoy...** segment that shows up on the right hand side of the screen when viewing any published event.

## 9. VENUE NAME AND ADDRESS

This is the where you would enter the name of the event location, i.e. DeVos Performance Hall, or St. Cecilia Music Center.

**Address line 1** is where you will enter the street address of the venue. Please enter only the address of the venue in this second line, as this is where the Google map will be directed to on the event page. If you need to enter further details about location, please use Address Line 2 to do so.

The default City location will always be Grand Rapids, so be sure to remember to update this field if your event is not being held in Grand Rapids.

## 10. PHONE

Enter your box office phone number, or the phone number the public should use to call you with any questions about the event. Please enter you phone number using periods to separate: **616.233.9222**

## 11. DATES AND TIME

When you click in the date field box a calendar will automatically pop up. Use the forward arrows to scroll from month-to-month and click to select the date. If your event starts and ends on the same day, you need not enter an end date in the next box.

When entering time information, please use caps for AM and PM. For example, **6 AM to 8:30 PM**, not 6:00 pm to 8:30 pm.

## 12. ASSOCIATED LINKS

If you have a special a page on your website dedicated to your event or if your event has it's own website, copy and paste the link into the first box which is the Event URL field. You will see that the **http://** is already entered, so be sure not to enter this twice. If you don't have a special event page or website for your event, you may enter the URL for your organization's website or leave this blank.

Use the second field **URL to purchase tickets** to enter the URL of the page where one can purchase tickets to your event online, if applicable.

If you already have a facebook or twitter link listed on your organization page it should automatically show up in the appropriate fields. If you have a facebook event page for your event, enter the link to the facebook event page instead.

### 13. UPLOAD ASSETS

Upload any graphics or images you have for your event. If you are uploading more than one file, please ZIP them together. If you are unable to crop your images, submit them and The Arts Council will crop them for you. The homepage image is the image for the events displayed on the homepage of the website. The landing page image will be displayed on your event page, and the thumbnail image is the smaller version that will show up when searching events.

The Arts Council reserves the right to decide which images will be shown on the homepage and category landing pages.

### 14. SUBMIT

Click submit and you are finished! Your event will be posted on the website upon approval by The Arts Council and within 48 hours of your submission.

If you have any questions, please email the Arts Council at [hello@whatsyourartgr.com](mailto:hello@whatsyourartgr.com).

### 15. NEWS

If you have a press release or news such as a contest, competition, or launch, please email the following information to The Arts Council for possible publication in the **What's your Art Newsroom**:

- Title of Announcement or Press Release
- Date of Release
- The name of the Organization it relates to
- Text/Content
- Web link, youtube video link, pdf, thumbnail (if you have them)
- Thumbnail images should be 125px wide by 178px high

# WHAT'S YOUR ART?

ADD EVENT

## 2 SUBMIT AN EVENT

### Organization

Select Arts Council Organization Member

Actors' Theatre

### Validation

For security, please enter the verification code hidden in the image.



# WHAT'S YOUR ART?

SUBMIT EVENT

## 3 ACTORS' THEATRE

### Event

Event Name

Description

More Info 1 Information such as author or artist

More Info 2 Information such as conductor or curator

## 4 Ticket information

## 5 Cost Category

Free

## 6 Sponsors

## 7 Category

Culture

## 8 Related

20s-30s

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## Venue

Venue Name

Address 1

Address 2

City

Grand Rapids

State

Michigan

Zip Code

49503

10

Phone

11

## Dates

Start date

End date

Time

[Add Date](#)

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## Associated Links

Event URL

http://

URL to purchase tickets

http://

Event facebook page

<http://www.facebook.com/pages/Actors-Theatre-Grand-Rapids/294697805365?ref=ts>

Event twitter

http://

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## Upload Assets

Please upload any graphics for your event. If you have more than 1 file please ZIP them together. We accept GIF, JPG, PDF and ZIP files smaller than 10mb.

You may crop images yourself or we can do it for you.

Home page images are 654px \* 360px

Landing page images are 654px \* 260px

Thumbnail images are 125px \* 178px

Browse...

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Submit