



# Event Promoters Checklist

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Make sure your event posting stands out by providing OTL with the following:

**1. AN EYE-CATCHING IMAGE**

**JPG \* 1280 X 856 \* LOW RESOLUTION**

**2. A BRIEF DESCRIPTION OF YOUR SHOW, EVENT, OR ACTIVITY**

**PREFERRED FORMAT: AN EXCITING, ONE-SENTENCE DESCRIPTION  
FOLLOWED BY THREE BULLET POINTS**

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Example:

We take the story of Scooby, Shaggy, Velma, Fred, and Daphne and make it come alive in this new Scooby Doo Musical presented by the local Bay Area players.

- The show is equally as entertaining for adults and children (5 and up)
  - Refreshments available during intermission
  - Parking is \$10 in the main lot
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**3. IF YOU DIDN'T FILL OUT AN EVENT SUBMISSION FORM, PLEASE BE SURE  
TO PROVIDE DRESS CODE AND TICKET PICK-UP INFORMATION AS WELL.**