Posting a Community Event on the Municipal Website

The municipal website is a valuable resource for reaching residents and sharing information. The listing of community events can help to engage the public and increase the sense of community.

To ensure that event listings are appropriate, relevant, and beneficial to the public, the following procedure and criteria have been developed for submitting events to staff for posting on the Municipality of Southwest Middlesex website.

Instructions:

The listing of the event on the municipal website is provided as a convenience to the community. The municipality does not sponsor, endorse, or promote the event and is not responsible for its content, organization, or any associated activities. The municipality is not liable for any issues arising from participation in the event. Individuals will be encouraged to contact the event organizer directly for further details and inquiries.

1. Eligibility Criteria:

Before submitting an event, please ensure that it meets the following criteria:

- Community-based: A recognized community group, nonprofit organization, church, or government entity must organize the event.
- Open to the Public: The event must be open to the public and accessible to all individuals (with or without a fee).
- Non-commercial: The event cannot be for the purpose of promoting a business or intended for private individuals or private business interests.
- Relevant to the Local Community: The event should be of general interest to the local community and support community-building, education, or local culture.

The municipal website does not post:

- Private parties or individual celebrations.
- Commercial sales, product promotions, or business-related events (e.g. grand openings).
- Political rallies or events intended solely for fundraising for political candidates or political parties.
- Anything that promotes discrimination or hate towards any groups or individuals.

2. How to Submit an Event:

Organizations wishing to submit their event listing must complete the online form through the Event Submission tab on our website. Follow these steps:

a) Visit the Event Submission Webpage:
   Navigate to the Event Submission page:
   https://www.southwestmiddlesex.ca/events/calendar

   Click on "**Submit an Event to the Event Calendar**"

b) Complete the Required Information:
   The following information is required to submit an event:
   Name of Group or Organization: Name of the group or organization hosting the event.
   Name of Event: The title or name of the event.

Date of Event: The date, start time and end time of the event.
Event Address: The location where the event will take place.
Contact Name: The primary contact for the event. Must be a representative of the organization that someone can call if they have any questions.
Contact Email and Phone Number: A valid email address and phone number for event inquires.
Event Description: A short, clear description of the event, including key details such as location of the event, activities, ticket sale information and any registration requirements.

c) Attach a Poster or Flyer (Optional):
If you have a digital poster or flyer for the event, you may upload it via the submission form. You can attach one document in one of the following formats: pdf, doc, jpg, doc.

d) Click "I'm not a robot"

e) Submit the Form:
After completing the form, click the Submit my Event button. You will receive a confirmation that your event has been submitted for review.

Thank you!

Your event has been submitted.
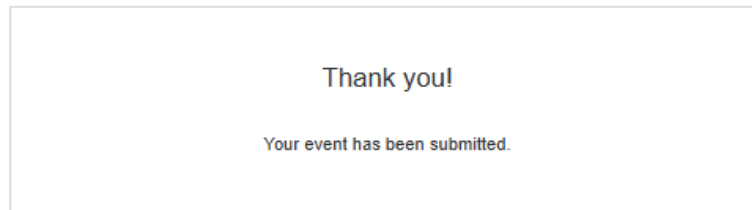
3. Review and Approval Process

All event submissions are reviewed by municipal staff before being posted on the website. The review process may take several business days, depending on when you send the submission. Staff recommend sending the event submission at least one week prior to the event, however, we encourage posting as soon as possible to ensure a greater chance of your event being seen on the website.

a) If the event meets the eligibility criteria and is considered appropriate for the municipal website, it will be posted on the Community Events calendar.

b) Municipal staff reserve the right to decline any event submission at their discretion. If an event doesn't meet the established criteria or is deemed unsuitable, the submission will not be posted.

4. Event Posting Update

Once the event has been approved, it will appear on the community event calendar. The municipality will not promote the event on their social media or in any other format.

If any event details change after the submission (e.g. date, time, location), please contact the municipal office at 519-287-2015 to have the listing updated. If the event is cancelled, please call the municipal office and staff will remove the listing.