



cittaslow sebastopol

Keeping Sebastopol green, local, friendly and artistic

Calendar Criteria and Terms of Use

Purpose: To provide a clear, uncluttered reference for residents and visitors to gain a quick overview of the cultural, entertainment, recreation and volunteer activities that are available in Sebastopol on any given day

Events that will be published (Criteria for Inclusion):

- Take place in greater Sebastopol (95472 zip code).
- Fit in categories that roughly reflect:
 - Culture/Entertainment/Recreation (e.g., music, dance, visual arts, film, theater, literary, ethnic, historic, culinary, hikes, rides...). “Events” are unique and occur, as a rule, no more than 2-3 times in a month.
 - Local Activities (e.g., Skill-building Workshop).
 - Volunteer Opportunities So non-profit organizations can get the word out about activities they need help with.
- Open to the general public as participants or spectators (no members-only events).

EXAMPLES of events that are likely to be included

- Concerts and dances
- Live theater performances
- Community cooking, or collaborative culinary events
- Volunteers to help at Apple Blossom Parade
- Unique film showing (e.g., 1-2 screenings) as opposed to the same film showing several times a day, every day for 1-2 weeks.
- Standup comedy performance
- An author’s talk
- A presentation about local history (e.g., the Cemetery Walk)
- A weekend festival

Events that will NOT be published:

- On-going classes or weekly events. (Exceptions are events like the two-weekend Open Studio Tours; the run of a play which might include 6-12 performances over a few weeks, but then it closes; the summertime Peacetown Concerts; the weekly Farmers’ Market. Other exceptions include on-going Attractions such as the Laguna.)
- Sales events. Any event that in the Administrator’s sole opinion, is primarily intended to advertise, promote or sell products or services with no other cultural

or entertainment activity associated with it (e.g. a Sidewalk Sale). On the other hand, a sale which emphasizes a cultural/entertainment component, or includes an Open House for a non-profit would likely be included (The Farm Market, the Barlow Street Fair).

- Food and drink events unless they are
 - Part of a festival
 - A benefit for a non-profit
 - A collaborative effort (e.g., no single-company wine-tastings, but a wine-tasting that involves several vintners working together).
- Events deemed to be political or religious in nature.
- Conduct or encouragement of illegal activity.
- Activities that do not comply with local, state or federal legislation.
- Content that violates a legal ownership interest of any other party.
- Events occurring outside 95472 (including an online only event, such as a webinar).
- Content that promotes, fosters or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or mental disability or sexual orientation.
- Profane language or content.
- Events that promote, exhibit, illustrate or manifest hate or obscene/pornographic/sexual content of any kind; links to sexual content.
- Information that may tend to compromise the safety or security of the public or public systems.

EXAMPLES of events that will *NOT* be published

- Store sales and promotions*
- Garage sale listings
- On-going classes (as different from a 1-2 session workshop)
- Regular meetings of membership organizations*
- An event occurring outside 95472* even though the sponsoring organization is based in 95472 (e.g. a Benefit Golf Tournament in Santa Rosa, the Analy Band playing at a Giants Game in San Francisco)
- A single company/organization food event* (e.g., a wine tasting, a pop-up dinner) unless it is a benefit for a non-profit or part of a larger festival
- Religious services
- Political meetings or rallies
- Personal fundraisers and benefits (e.g., a cancer relief fund for an individual)
- On-going sporting events (e.g. weekly baseball or soccer games)
- Private events
- Opening dates for attraction/business season and seasonal changes in hours* — that are available in Sebastopol on any given day.

* These types of events may meet criteria for publication in the Sebastopol Chamber of Commerce's West County Calendar at <https://www.sebastopol.org/events/calendar/>

Who can post an event:

- All for-profit, non-profit, governmental and community benefit organizations.
- All events must publish the sponsoring organization's name and a contact email address or phone. (No anonymous posting.)

Cost: There is no charge for posting an event. This is a free service sponsored by Cittaslow Sebastopol, hereafter known as Calendar Sponsor.

Approval Process for Publishing an Event: Event postings shall be moderated by an authorized Calendar Administrator, who shall review and approve all event submissions for conformance to the Event criteria outlined below. Any events of concern will be forwarded to the Calendar Sponsor.

- Turnaround time: Events may take up to 2-3 business days to approve.

Information to be included in a Calendar Event:

*=Required

- Event Producer (Contact): * Organization name; * Organization email; Organization website; Organization phone.
- Location/Venue: * Venue name; * Venue address; Venue website
- Day/Time: * Date, * Start time (or all day), End time,
- Category: * (*Must pick one*) Cultural/Entertainment Events (e.g., Comedy, Dance, Festivals, Music, Poetry, Theater, Visual Arts...), Local Activities (e.g., Volunteer Workdays, Skill building workshops, a Community Forum), On-going Attractions.
- Short description: * Recommend no more than 150 words.
- Featured Image: Recommend at least 300 x 300 jpg, 72 dpi. 600 x 600 is optimal. Image can be larger, but it will slow the loading of the page. The software tends to crop on the List View to create a square, although rectangles will show up full size on the Event Page itself. If there is no image, an "Enjoy Sebastopol" placeholder will be inserted with images of Gravenstein apples.
- Link to a webpage for the event: Give people a chance to learn more.
- Link to a ticket purchasing or RSVP website: It's perfectly fine to make it easy for people to buy tickets to an approved event. We're delighted to support you!
- Person listing the event: Please include a name and email address in case clarification is needed. This will not be published on the Calendar listing.

Responsibilities of Event Producers

You are responsible for

- Assuring that the location, day, time, and event speakers/performers, etc. are all confirmed before listing the event.
- Checking the Calendar webpage 2-3 days after submission to ensure your event has been posted and all of the information is accurate.
- Notifying the Calendar Administrator immediately if you have determined your Event needs to be modified, postponed or cancelled.

Where the Calendar will be posted: The master Calendar will exist at SebastopolCalendar.com. Anyone can post a link to it from their website, on social media, etc. What makes this calendar unique is that it is “shared calendar” meaning other organizations can embed it in their websites as well. (Think of it like embedding a video from YouTube within multiple websites. It’s the same idea.) Organizations that do embed the calendar will get to have their own events specially featured at the top.

There is no fee for embedding the calendar. If you would like to embed the Calendar on your website, contact the Calendar Administrator at info@cittaslowsebastopol.org.

The City of Sebastopol Website: The City of Sebastopol is one of the embedding organizations. However, their version of the calendar will be slightly different. Because of legal restrictions to avoid the perception of promoting specific businesses, the City’s version of the Calendar has an extra filter. Only events sponsored by governmental agencies and non-profit organizations will be listed. For-profit events cannot be listed. The exception to this is inclusion of for-profit events if they are taking place at a city-owned venue or are co-sponsored by a non-profit or governmental agency. If you have questions about the City’s version of the calendar, contact the City Clerk at 823-1153 or info@cityofsebastopol.org.

Right of Refusal and Modification

Submission of an event does not guarantee its inclusion in the Calendar.

- The Calendar Sponsor reserves the right to restrict or remove any content that is deemed in violation of Calendar policies, or any applicable law.
- The Calendar Sponsor reserves the right to edit event information for length, spelling, language and clarity.

In the case of failure to remove a rescheduled or postponed event

1. The first time an organization fails to notify the Calendar Administrator to remove/modify an event will result in a written reminder.
2. The second failure will result in suspension from inclusion in the Calendar for three months.
3. The third failure will result in suspension from inclusion in the Calendar for one year.

Indemnification

All persons and entities submitting an event to the Calendar agree to indemnify, defend and hold harmless Calendar Sponsor, the Calendar Administrator and others involved in the production and management of the Calendar from any liability that may arise as a result of using the Calendar.

Disclaimer

This Calendar is offered as a courtesy. There is no warranty or guarantee expressed or implied. The Calendar Sponsor and the Calendar Administrator are not liable for any misinformation, confusion or errors in the posting of events on the Calendar. Though the Calendar is moderated, the Calendar Sponsor and the Calendar Administrator do not endorse the activities nor verify the information included. The Calendar Sponsor and the Calendar Administrator do not control or review the content or operation of the websites referenced in event postings. The Calendar Sponsor and the Calendar Administrator do not guarantee the authenticity, accuracy, appropriateness or security of the link, website or content linked thereto. The Calendar Sponsor and the Calendar Administrator urge you to exercise caution when accessing any unfamiliar website.

Last updated 5/10/19. These criteria and terms of use are subject to change without notice.

Questions?

Contact the Calendar Administrator at info@cittaslowsebastopol.org.