



# EVENT SUBMISSION GUIDE



NowPlayingNashville.com, an initiative of **The Community Foundation of Middle Tennessee**, is Middle Tennessee's comprehensive arts & entertainment calendar featuring information about **Music, Visual Arts Theatre, Sports, Kids & Family, Free Events, and more.**

Since 2007, the site is the one-stop source for information about all (nonprofit and for profit) performances, venues, exhibitions, sports, festivals, and community events that are happening year-round in all 40 counties in Middle Tennessee. Visitors to the site can search by **venue, date, category of interest, artist, location, and more.** There are also **direct links for ticketing, discount ticket offers, and special promotional giveaways.**



## **ArtoberNashville.com**

- ArttoberNashville.com is a mini-site powered by NowPlayingNashville.com. All event data originates on NowPlayingNashville.com and then populates on ArttoberNashville.com and other Calendar Partner websites.
- Promotion of Arttober events through website, newsletters, social media efforts.
- Collaborative presence at Street Team events in September and October.



How To Submit Your Events  
to  
**ArtoberNashville.com** and **NowPlayingNashville.com**





AN INITIATIVE OF THE COMMUNITY FOUNDATION OF MIDDLE TENNESSEE



Having an account is now **REQUIRED** in order to submit events.

### Don't have an account?

- **REGISTER** in the top right-hand corner.
- Enter required info, including user name and password.
- Once the account is setup, contact [support@nowplayingnashville.com](mailto:support@nowplayingnashville.com) to add your organization and venue to your account.

### New Account

New to [www.nowplayingnashville.com](http://www.nowplayingnashville.com) ? Don't have a login? Sign up now... It's FREE and anyone can join!

- ✓ **Bookmark** your favorite events, organizations and venues
- ✓ **Post** your upcoming events
- ✓ **Create** and update your profile

First name (\*)

Last name (\*)

Email (\*)

Zip code

Username (\*)

Password (\*)

Confirm password (\*)





DONATE SUBSCRIBE

MUSIC STAGE ARTS CULTURAL FAMILY FUN SPORTS + REC COMMUNITY FOOD + DRINK SEASONAL BLOG DISCOUNTS + TIX

Search by Keyword Select Category Select Venue -- City --

Start End Search by date range: Today Tomorrow Weekend SEARCH

Home > Login



## Account Login

Welcome to NowPlayingNashville.com!

If this is your first time submitting an event to NowPlayingNashville.com as of February 3, 2016, you will need to do one of two things:

1. If you have an existing username, enter it below and click "Forgot Password". A new password will be generated automatically and sent to the email on file. Forgot your username? Email [support@nowplayingnashville.com](mailto:support@nowplayingnashville.com).
2. If you do not have an account, please [register](#) now. It's FREE and everyone must have an account to submit events.

Username or Email

Password

LOGIN

[Forgot your password?](#)

SUBMISSION GUIDELINES:

### Singing Valentines

Say "I Love You" with a Song

Singing Valentines Performed by Nashville's finest Barbershop Quartets

Give a Special Gift to your Sweetheart this year... a Singing Valentine they will always remember!

Singing Valentines include a Barbershop Quartet singing 2 songs, a red rose, and a box of candy. Delivered in the Nashville area on Friday, Saturday or Sunday during Valentine's day weekend (February 12<sup>th</sup>, 13<sup>th</sup> or 14<sup>th</sup>). Prices start at \$50.

Order yours today at [www.musiccityhonors.org](http://www.musiccityhonors.org) or call (615) 200-6193

### SULLIVAN FORTNER

presented by BELMONT UNIVERSITY

PIANO CONCERT SERIES  
FEBRUARY 24 • 7:30 P.M.

### DISCOVER EVENTS IN MIDDLE TENNESSEE'S 40 COUNTIES

## HAVE AN ACCOUNT?

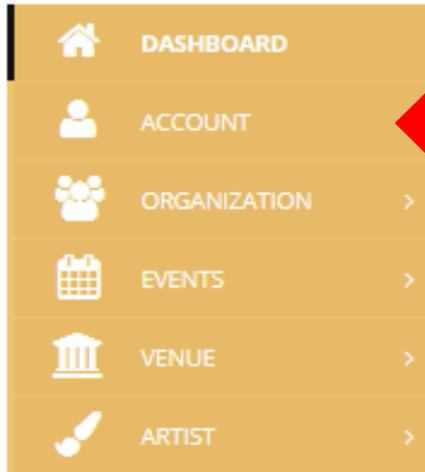
If logged in, choose **MY ACCOUNT** to get to dashboard.

- Or -

If not logged in, Click **SUBMIT AN EVENT**.

# WELCOME TO THE LOGIN USER DASHBOARD.

Edit your event listings, organization and venue pages.



## Welcome to your dashboard jesstest!

You can manage your individual artist profile, organization or venue/business profile, post and edit events, bookmark your favorite listings, and more. To return to your dashboard at any time, click "My Account" in the upper right corner.

If this is your first time submitting an event, you will need to create an organization or venue profile, or if you are an artist, you will need to create an artist profile. You can do all of that using the links in the tool bar to the left. **NOTE: Be sure to check to make sure your organization or business profile is not listed before submitting a new one.**

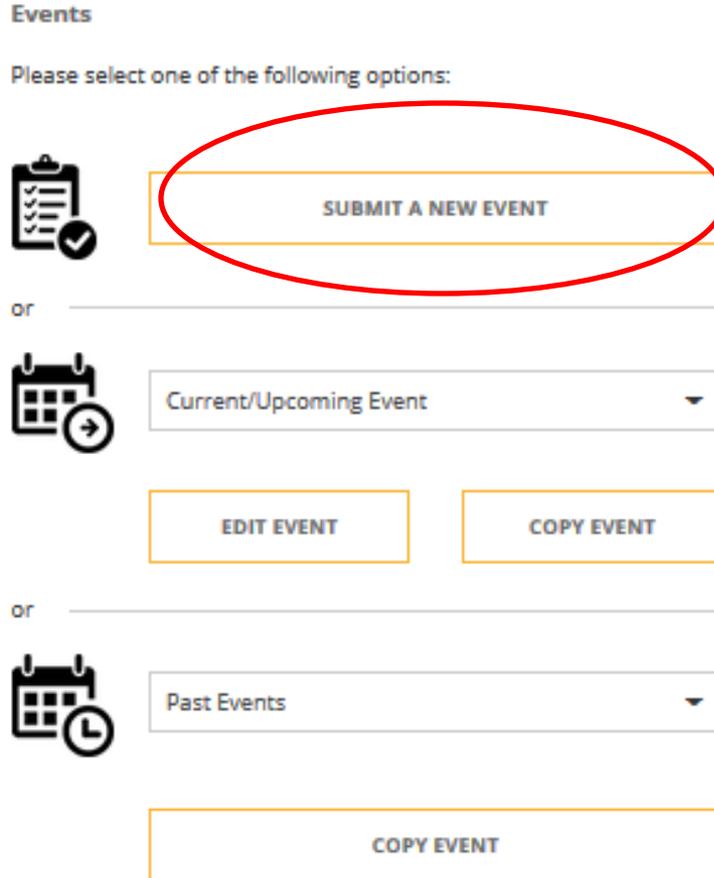
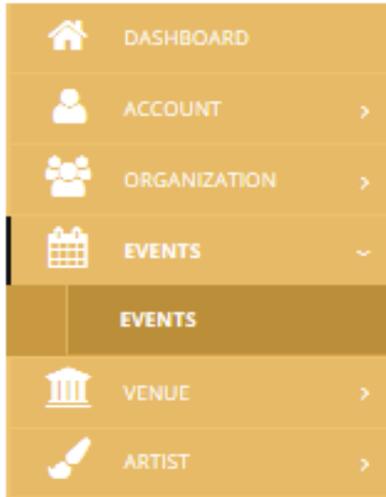
Please be sure to read the Submission Guidelines in each section first. Happy sharing!



Under the “**Events**” tab, you can submit a new event, edit an event\*, or copy an event. You can even edit or copy past events (great for annual events where the date changes each year)

\*Edits to existing events will return those events to our pending area to be approved.

# SUBMITTING A NEW EVENT



Select the event tab.

- **Submit a New Event**
- **Edit or Copy a Current/Upcoming Event**
- **Copy Past Events.**

Any events connected to your org or venue will show up in past events, even if you personally didn't submit them.

Let's **SUBMIT A NEW EVENT**

# SUBMISSION GUIDELINES



## ENTER EVENT DETAILS

### SUBMISSION GUIDELINES:

**Location:** Events must take place in the Middle Tennessee area.

**Lead Time:** We request that events be submitted at least two to four weeks prior to the event's start date. If we receive your event info less than two weeks in advance, we cannot guarantee that your event will be posted.

**Public and Private Events:** Both public and private/invitation-only events will be accepted. For the latter, please indicate that the event is private/invitation-only in the event description field.

**Events Images:** In order for your event to be considered for featuring, we must have an professional-quality promotional image to display with your listing. A single image may be uploaded along with your event listing. Images must be in **JPG or .PNG format ONLY** and **no larger than 1 megabyte with a required minimum of 400 x 400 pixels** to display. Depending on the size of your image and connection speed to the Internet, the upload process may take up to several minutes - please be patient. Once received, your image will be formatted for display.

NowPlayingNashville.com reserves the right to edit graphic images and submissions for grammar, style, and accuracy, as well as remove any listings that we believe are not suitable for the site. Please contact us directly with any questions.

\* Required

Event name (\*)

*Title may not exceed 100 characters, including spaces.*

**B I** [List Bulleted] [List Numbered] [List None] [List Square] [Link] [Unlink] [Help]

Event Description(\*)

Event Summary - a short, promotional summary of your event in 250 characters or less.

Event website

### Presenting Organization

SELECT REGISTERED ORGANIZATION (\*)

TEST\* ▼

ADD NEW ORGANIZATION

ADD CO-PRESENTER

### Category Type

## ENTER -

- **Event Name**
- **Event Description**
- **Event Summary** (will show up in **bold** at start of listing. Perfect for 1-2 sentence blurb)
- **Event Website.**

## SELECT -

- **Registered Organization.** If you have an Org connected to your account, it will automatically populate as the Presenting Organization. You can also select a different or additional Organization.

Select Primary Category (\*):

- Arts
- Artober
- Community
- Cultural
- Family Fun
- Food + Drink
- Music

Select Primary Category (\*):

**SELECT**

Category Type

Cultural

Add more category types

<input type="checkbox"/> Arts	<input type="checkbox"/> Music
<input type="checkbox"/> Fashion	<input type="checkbox"/> Acoustic + Singer-Songwriter
<input type="checkbox"/> Film	<input type="checkbox"/> Americana + Bluegrass + Folk
<input type="checkbox"/> Literary	<input type="checkbox"/> Blues + Jazz
<input type="checkbox"/> Museums + Galleries	<input type="checkbox"/> Christian + Gospel
<input type="checkbox"/> Community	<input type="checkbox"/> Classical + Opera
<input type="checkbox"/> Classes	<input type="checkbox"/> Country
<input type="checkbox"/> Free	<input type="checkbox"/> Dance + Electronica
<input type="checkbox"/> Fundraisers	<input type="checkbox"/> Free
<input type="checkbox"/> Health + Wellness	<input type="checkbox"/> Global
<input type="checkbox"/> Lectures + Discussions	<input type="checkbox"/> Hip Hop + R&B + Soul + Reggae
<input type="checkbox"/> LGBT	<input type="checkbox"/> Karaoke
<input type="checkbox"/> Religion + Spiritual	<input type="checkbox"/> Rock + Pop
<input type="checkbox"/> Seniors	<input type="checkbox"/> Sports + Rec
<input type="checkbox"/> Cultural	<input type="checkbox"/> Outdoors
<input type="checkbox"/> Festivals	<input type="checkbox"/> Sports

- **Primary Category Type** that best applies to the event. **Select ARTOBER First.**
- **Add More Category Types** in drop down when applicable. For secondary categories, please check any that apply to your event (theatre, visual arts, music, film + video, etc).

## TAGS

To include a tag with your listing enter the tag in the field below and then click the "Add Tag" button to confirm. You can enter more than one tag by repeating this procedure.

## Ticket / Admission / Registration Information

Please list your ticket contact information below. Please be as detailed as possible with ticket prices, locations for the seats, and discounts for different groups (Seniors? Students? etc.). Enter "Free" if the event is free and open to the public.

Please enter the phone number that patrons should be directed to for either ticket or general information about your event.

Free Event

## Venue/Location Info

### SELECT REGISTERED VENUE (\*)

Please type in a KEYWORD from the Venue's name, and select it from the list below:

**ADD NEW VENUE**

## ADD TAGS

- Make your listing more searchable! i.e. Artist Names, county or neighborhood, etc.

## ENTER ADMISSION DETAILS

- **Ticket/Admission Price\***
- **Phone Number**
- **Ticket Website URL**
- **Ticket / Information email**

\*If the event Free/No Cover, type **"Free Admission"** and select the **Free Event** check box.

## Choose Registered Venue.

- If you are associated with a venue it will be aut-populated.
- If venue does not exist, click the **ADD NEW VENUE** button

## Images

Image size must be no less than 400 x 400 pixels. All images must be .jpg, .png, .jpeg format only and each image should be smaller than 1.5 MB in size.

### PRIMARY IMAGE

UPLOAD IMAGE

## Video



## Your Contact Information

Contact information is necessary in case we need to follow up with you regarding your submission. This information will NOT appear on our website.

CFMT

info@cfmt.org

Contact Phone

Next 2

# UPLOAD AN IMAGE

- Images must now be **no less than 400x400 pixels** and no bigger than 1.5 MB.
- Include a video URL if you have one in the **Video** tab.
- Enter **your contact information**. It should automatically populate with your name and e-mail address from your account. You can always change the contact information when applicable.

Click **Next 2 Arrow**

# SELECT DATES AND TIMES FOR THE EVENTS.

**DATES AND TIMES**

**Dates**

Start day (\*):  End day (\*):

Days of the week(\*)  Sun  Mon  Tue  Wed  Thu

« February 2016 »

Su	Mo	Tu	We	Th	Fr	Sa
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29					

**Times**

Start time \* 01 00 PM

End time -- -- --  (optional)

**Feb - Feb(2016)**

SUN	MON	TUE	WED	THU	FRI	SAT
21	22	23	24	25	26	Feb 27

Please add any additional time information about this event, such as pre or post-event reception, post show talks.

Additional time information

**Next 3**

- Use calendar feature for dates, then select the “days of the week” with the appropriate check box
- Add **specific start and end times**. You can either select one time to apply to all, or click on the individual dates to make different start times.
- **Click Next 3.**



## PREVIEW YOUR LISTING

Below is the information you are about to submit. If you would like to edit any of this information you may return to the previous screen using the "Return to Edit" button below. If you are satisfied with your submission you may click "Submit Listing" below to complete the process. Please note that we reserve the right to edit submissions for grammar, style and accuracy.

**FEB 27**



**Test**  
Arts  
Unknown

Test

### Admission Info

Admission Details:

Ticket / Info Phone:

[BUY TICKETS](#)

## SUBMIT YOUR LISTING

Preview your submission  
Click **Submit Listing\***

*\*We request that events be submitted at least two to four weeks prior to the event's start date. If we receive your event info less than two weeks in advance, we cannot guarantee that your event will be posted. If it's a pressing event, feel free to let us know!*

# CREATING AND UPDATING ORGANIZATION AND VENUE PAGES

If you're not sure if your organization is listed on the site, search for in the keyword section of the site. If it is and you are not connected to it, notify us.

If it is not, submit it on the Organization page in the User Dashboard. Then contact us to connect it to you.

Venues can be added during the event submission process, but can also be added and updated as part of your dashboard.

**Organization Info**

Organization Name (\*)

Description/Bio (\*)

Phone (\*)

**Organization Info**

Organization Name (\*)

Description/Bio (\*)

Phone (\*)

Fax

Email (\*)

**LOCATION INFO**

Address 1 (\*)    Address 2

TN

--City(\*)--    --Zip(\*)--

**WEBSITE, BLOG AND SOCIAL MEDIA LINKS**

Website URL    Blog URL

Instagram URL    Twitter URL

Pinterest URL    Facebook URL

LinkedIn URL    Donate

**ORGANIZATION TYPES**

## ADDING A NEW ORGANIZATION

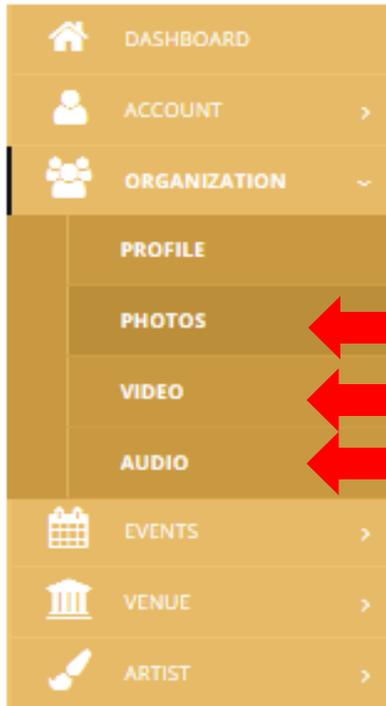
Under the “PROFILE” tab, you can add and update your organization, agency, or business to our directory.

- Fill in all required fields (\*)
- Add additional information:  
**Website, Blog and Social Media Links.**
- Select the Organization Type that most closely applies to your Organization.
- **SUBMIT RECORD** at the bottom of the page.\*

\*All submissions will be reviewed and approved.

# ADD MEDIA

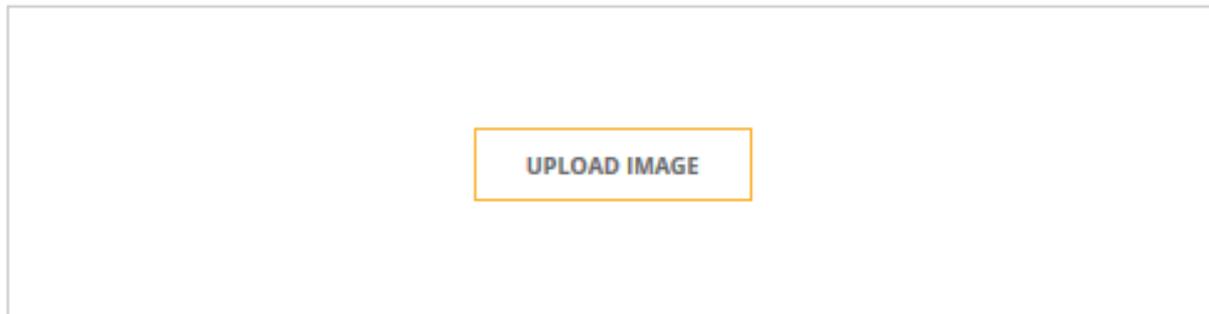
You can add a primary photo file, video or audio url. We highly recommend at least submitting a primary image/ logo.



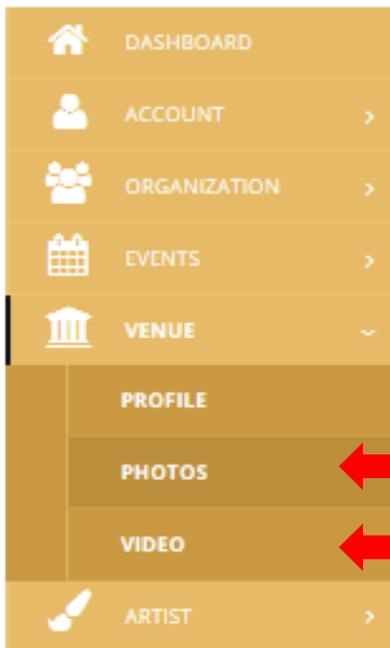
## Images

All images must be .jpg, .png, .jpeg format only. Each image should not exceed a file size of 1.46 megabyte (mb). Image file names must NOT contain spaces between words, question marks, exclamation points, apostrophes, quotation marks, or most other symbols (hyphens and underscore marks are OK). Our system automatically rejects images with bad file names.

**PRIMARY IMAGE** | GALLERY





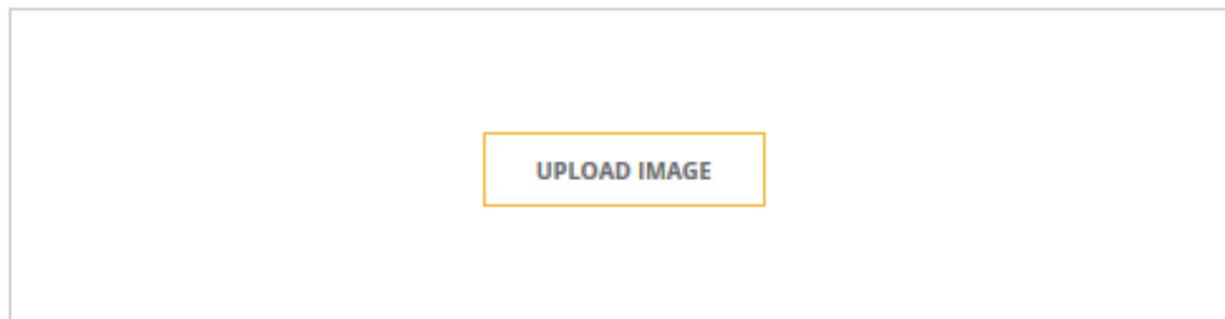


## Images

All images must be .jpg, .png, .jpeg format only. Each image should not exceed a file size of 1.46 megabyte (mb). Image file names must NOT contain spaces between words, question marks, exclamation points, apostrophes, quotation marks, or most other symbols (hyphens and underscore marks are OK). Our system automatically rejects images with bad file names.

**PRIMARY IMAGE**

GALLERY



## ADD MEDIA

You can add a primary photo file, video or audio url. We highly recommend at least submitting a primary image/ logo.

# NEW FEATURES!

The screenshot displays a user interface with a navigation sidebar on the left and a main content area on the right. The sidebar contains the following items: DASHBOARD (home icon), ACCOUNT (person icon), ACCOUNT INFO (person icon), MY LIST (person icon), ACTIVITY (person icon), ORGANIZATION (group icon), EVENTS (calendar icon), VENUE (building icon), and ARTIST (pencil icon). Two red arrows point to the 'ACCOUNT INFO' and 'MY LIST' items. The main content area is titled 'My Bookmarks' and includes a sub-header 'EVENTS' with tabs for ORGANIZATION, VENUES, and ARTIST. Below this, there is an 'Events' section with a list of items. The first item is 'Current Events Discussion Group', presented by Nashville Public Library at Nashville Public Library - Green Hills Branch, running from Dec 01, 2015 to Feb 16, 2016. At the bottom of the main content area, there are two buttons: 'TELL A FRIEND' and 'REMOVE SELECTED'.

**My Bookmarks**

To send one or more of your saved links to a friend, simply select the check box next to each listing below and click the "Tell a Friend" button. You can send multiple links in one message.

**EVENTS** ORGANIZATION VENUES ARTIST

**Events**

**Current Events Discussion Group**  
Presented by Nashville Public Library at Nashville Public Library - Green Hills Branch  
Dec 01, 2015 - Feb 16, 2016

TELL A FRIEND REMOVE SELECTED

As an account holder, keep track of events you are interested in by using the new Bookmarks tool. Bookmarks will be under **MY LIST > ACCOUNT** tab. You can also use **ACCOUNT INFO** to edit information including your username, e-mail address, and password.



Blog:

## HOW TO PLAY NASHVILLE

THE BLOG OF  
NOWPLAYING  
★Nashville.com

An Initiative of The Community Foundation of Middle Tennessee

E-newsletter:

***This Weekend and Beyond:*** Goes Out Every Wednesday Evening. Includes one Paid Advertisement, 10-12 Highlights of next seven days, plus Tickets on Sale, Giveaways, Presales and Discounts. Currently emailed to more than 17K Subscribers and Shared on Social Media.

Social:





## Advertising on NowPlayingNashville.com

Contact **Erin Hornsby** at [ehornsby@cfmt.org](mailto:ehornsby@cfmt.org) for affordable advertising options on our website, mobile site, newsletter or blog.

### Contact:

**Joe Pagetta**, Director, Community Initiatives: [jpagetta@cfmt.org](mailto:jpagetta@cfmt.org)

**Erin Holcomb**, Promotions & Web Content Coordinator: [eholcomb@cfmt.org](mailto:eholcomb@cfmt.org)

**Jessica Musman**, Online Content and Marketing Associate: [jmusman@cfmt.org](mailto:jmusman@cfmt.org)

(615) 321-4939