VISIT TUSCALOOSA EVENTS CALENDAR POLICY

Purpose: The intention of the Visit Tuscaloosa calendar is to highlight visitor-facing experiences that inspire trips to Tuscaloosa and enhance the stay once visitors are here. We prioritize events that are public, bookable, and experiential (festivals, performances, sports, markets with entertainment, tours, and hands-on experiences).

WHAT'S ACCEPTABLE FOR THE VISIT TUSCALOOSA CALENDAR?

Inclusion Criteria (must meet all):

1. **Location:** Takes place in Tuscaloosa County.
2. **Public Access:** Open to the general public to attend (not limited to members, invitees, or students only, for example).
3. **Visitor Value:** Has appeal to travelers (unique experience, entertainment value, seasonal draw, notable venue/performers, etc.).
4. **Complete Info:** Day/time, venue, admission/ticket link (if applicable) organizer contact, and a high-quality photo (preferably not a flyer).
5. **Lead Time:** Submitted more than 14 days before the event (exceptions at Visit Tuscaloosa's discretion). If this timeline is not feasible, please send an email to Chelsea Barton Kelly at cbartonkelly@visittuscaloosa.com

What Usually Qualifies?

- Festivals & fairs; concerts and ticketed performances, spectator sports, ticketed tournaments; cultural/holiday experiences; robust markets with entertainment; guided tours.
- Experiential / creative workshops that function as an outing (ex: paint-and-sip, pottery, candle-making, group cooking classes) with booking info and limited dates.

What Doesn't Qualify?

- Fundraisers / benefits / galas (unless the public entertainment element would independently draw visitors)
- Routine business promotions: sales, happy hours, restaurant specials
- Primarily instructional or life-skills classes (CPR, resume classes, software training, etc.)
- Internal or limited-audience events: member-only, invite-only, private parties, student-only/school events
- Meetings, panels, forums, job/health fairs, networking and commercial expos (unless publicly ticketed with clear visitor appeal)
- Religious services and political rallies / campaign events
- Ongoing clubs/meetups (ex: book clubs), multi-week courses/camps without a distinct public performance/experience
- Yard/garage sales and standalone craft/vendor shows without a festival-level experience.

RECURRING & NIGHTLIFE ACTIVITIES (TRIVIA, KARAOKE, OPEN MIC, ETC.)

We may include select recurring activities (e.g., trivia, karaoke, open mic) when they serve as easy, drop-in things to do tonight for visitors.

Eligibility for this Category (all must be met)

- Public & Consistent: Open to the public with a reliable day/time.
- Visitor-Friendly Details: Clear description, start time, venue address, any cover/age restrictions, and a working link for more info (not just a flyer).
- Destination Fit: Hosted at a visitor-relevant venue (bar/restaurant/arts space with regular programming) or part of a seasonal series (e.g., "Championship Trivia Month", "Songwriters Showcase").
- Listing Quality: Includes a photo and concise copy.

Prioritization & Limits (editorial discretion):

- Capped volume: Generally, one listing per venue per week for recurring activities.
- Placement: Typically excluded from Featured Events
- Space permitting: If volume is high, we prioritize unique themes/headlines, seasonal tie-ins, or activities that complement major visitor drivers (home games, festivals, holidays).

Not eligible:

- Daily/standing promos (happy hours, drink specials)
- Minimal info, broken links, or "resident nights" without visitor context.

GENERAL EDITORIAL STANDARDS & TURNAROUND

- We may edit titles/descriptions, crop images, assign categories, and decline or remove listings not aligned with our purpose.
- Priority placement (featured events) is reserved for events with strong visitor draw (regional marketing, overnight potential, or significant brand fit).
- All events submitted will be reviewed to ensure it meets our guidelines and if it does, will be approved within three to five business days. Approval is not guaranteed.