



# Promote Your Event

## Event Planning

If you are conducting a Public Event you may be required to complete an Event Management Application in accordance with the Blayney Shire Event Planning Guide. [Please visit our planning an event page for more information.](#)

## General Promotion

To help promote your event, you should consider some of the following;

- Social Media - Create a Facebook event, post photos in the lead up to the event, do a paid advertisement (from as little as \$10)
- Put up posters and print fliers (check with businesses owners first)
- List your event on the Orange360 and VisitNSW websites through the [ATDW \(Australian Tourism Data Warehouse\)](#).
- Contact local newspaper, radio and TV channels and notify them of the event or send out a media release

# Promoting with Council

## Banner Poles

On the main roads into Blayney and Millthorpe Council has banner poles for community groups to to promote events. To advertise on the Council banner poles the banner must be provided by the event organiser.

[Complete a booking here.](#)

Banner dimensions should as follows:

- 2900mm Horizontally
- 1200 mm Vertically
- One reinforced eye-lit on each 4 corners and one centred at top and bottom of banner.
- The border around the banner shall be double stitched

