Be Well Northborough Community Calendar Policy for Event Listings

The Be Well Northborough Community Calendar is the Town of Northborough's website calendar for municipal and nonprofit community events.

Events may be submitted for consideration for the calendar through the Be Well Northborough event submission form.

For your event listing to be considered for posting, you must meet the following criteria:

   • Event sponsors must secure any required approvals, permits, and funding prior to submitting the event for inclusion on the calendar.

   • Events must be submitted through the online event submission form.

   • Events must be organized by a Northborough-affiliated program, club, group, nonprofit or civic organization.

   • Event location must be a Northborough address.

   • Events charging entrance or participation fees must explicitly state the cost.

   • Events requiring advanced registration must include instructions for registering. The Town's calendar administrators will not be responsible for registering attendees.

   • Event submissions must be complete to be considered for approval. Use of a link from the listing to additional information is encouraged. Town staff will not proof entries for spelling or grammatical errors or edit entries. Please refer to the Event Listing Best Practices Guide at the end of this document.

Events must be consistent with the Be Well Northborough mission statement to be considered for inclusion on the Calendar. Events that will not be considered for inclusion in the Be Well Northborough calendar include, but are not limited to:

   • press conferences
   • private functions
   • Political functions such as rallies, campaign events, debates, and fundraisers
   • save the date notices
   • Business sales and promotional events
   • calls for registrations
   • events supporting private businesses or political campaigns
   • events for which required information is missing
   • events promoting misinformation or hatred against a group or a class of persons based on race, religion, skin color, sexual identity, gender identity, ethnicity, disability, or national origin
   • Events that do not take place in the town of Northborough
   • Events that lack appropriate sponsorship by a Northborough entity or lack a clear connection to the Town
   • Events for which the submission form is received less than five business days before the event date

Approval

The Town of Northborough has the final authority over approval of event listings. Event submissions are considered on a case-by-case basis, and the approval process can take up to 5 business days. The Town of Northborough reserves the right to delete or edit listings if they do not meet the appropriate criteria, are found not to meet community standards, are in violation of any state or federal law, or are intentionally misleading.

Requests to feature or give special attention to events on the Be Well Northborough Community Calendar or in any Town communication (such as department newsletters or printed materials) will not be considered.

Disclaimer

The Be Well Northborough Community Calendar is provided as a community service to the residents of Northborough and local community organizations. The Town of Northborough reserves the right to review, edit and/or reject any event submission. The Town of Northborough does not endorse, support or verify the legitimacy or accuracy of any organization or information posted on the Calendar or any documents or information posted on any website linked to or from the Calendar All persons or entities submitting event postings thereby agree to indemnify, defend and hold harmless the Town of Northborough and its individual members, officials, committees, officers, agents, directors, and employees from and against any and all claims that the content violates a person's right to privacy, or contains any defamatory or inaccurate content, or violates any state, federal or local law or regulation. The Town of Northborough reserves the right to revise this Policy at any time without notice. All event listings submitted to the Be Well Northborough Community Calendar are subject to public disclosure under applicable local, state and/or federal law. Event submission constitutes the submitter's agreement to all guidelines and requirements contained in this Policy.

Event Listing Updates or Cancellations

Update or cancellation requests from event organizers will be considered and managed in as timely a manner as is possible, considering the time of receipt and minimal or no staffing on It may not be possible to post cancellations due to inclement weather prior to the time of the event, and event organizers should also use other means of notice to inform attendees.

Canceled events will not be removed from the Calendar; instead, they will be marked appropriately so people planning to attend the event can see that it has been canceled or postponed.

The Calendar administrators are not responsible for alerting event attendees of event cancellations. Event organizers/sponsors should take proactive steps to alert event attendees through other available channels.

Event Listing Best Practices Guide

Note: recommended best practices are based on the AP Stylebook and are subject to change without notice.

Event Title

  • The event title should be less than 50 characters long, including spaces.

  • Principal words should be capitalized. Do not capitalize words like "a," "and," "in," "of," or "the" unless they are the first word of the event title. All caps should never be used.

    ◦ Examples of prepositions not to be capitalized (four or fewer letters): at / by / down / for / from / in / into / like / near / of / off / on / onto / over / past / to / upon / with

    ◦ Examples of conjunctions not to be capitalized (four or fewer letters): and / as / but / for / if / nor / once / or / so / than / that / till / when / yet

  • Single quotation marks should be used around the titles of books, plays, magazines, newspapers, TV shows and movies when used in event titles.

  • Event titles should not include details like event sponsor. These details should be included in the event description, which appears on the event detail page.

  • Numbers 0-9 should be written out; numbers that are 10 or higher should use the figure.

  • References to dates or numbers should not include "st", "nd" or "rd" as part of the date or number, e.g., 1st, 2nd, 3rd.

  • Superscript and subscript should be avoided.

  • Please proofread titles for proper grammar and spelling.

Event Description

Event descriptions should typically provide a sense of who, what and how. Briefly explain who is speaking, presenting, or performing and what attendees can expect to see or hear or do. Provide details and context to accurately describe the nature of the event. If there are multiple event sponsors, the description should list the co-sponsors. Also note if the event is free and open to the public.

Please proofread descriptions for proper grammar, spelling, and style.

Event Title & Description Examples

  1. Event Title: Stories, Songs, and Stretches

Kids and their parents or caregivers are invited to play together through stories, songs, and yoga shapes. No experience necessary! This program is best suited to families with children ages four through seven. This program is free and open to all.

  2. Event Title: World Languages Film Series: 'Title of Film'

The 2016 German-Austrian comedy-drama film 'Title of Film' is about a woman with a passion for bizarre pranks involving several fake personas. Sponsored by the World Languages Department. Free and open to the public.