

Sturgis247 Calendar Policy

The Sturgis247 Calendar offers residents and visitors a single source for all events in and within close proximity to Sturgis, Michigan. This policy can be changed at any time, with or without public notice.

Event Submission and Approval

Event Posting and Accounts. Events may be posted in several ways:

- **Online Event Submissions.** Events may be submitted through the Sturgis247 Calendar website. Use the “Suggest an Event” to make a submission. Submissions will be reviewed for approval as per this policy prior to being posted.
- **Chamber Members.** Members of the Sturgis Area Chamber of Commerce can log on to their account through the Chamber website to submit an event or sale. Submissions will be reviewed by the Chamber prior to posting. Activities that meet the requirements of the Sturgis247 Calendar will be posted to the calendar. Those that do not meet the requirements (sales) will be posted to the Chamber of Commerce Calendar and Sales page of the Chamber website as per Chamber policy.
- **Partner Accounts.** Community organizations can apply for a partner account with the Sturgis247 Calendar. Partner Accounts are able to post events without submission review. Applications for Partner status will be reviewed by the Sturgis247 Calendar organizers for approval. To be considered, Partners must be a registered 501c organization or governmental agency. Exceptions may be made for other community-focused groups at the discretion of the organizers.

Approval Process. Submitted events will be reviewed based on this policy within 2 business days. You will receive a confirmation email once reviewed, whether your event is approved, rejected or approved with edits. Any recurring events require separate submission. The Sturgis247 Calendar or its organizing members are not responsible for the accuracy of any posting. The Organizers reserve the right to limit the number of postings by any one person or organization if deemed excessive.

Event Requirements

All submissions for the Sturgis247 Calendar must comply with the following requirements in order to be posted:

- **Audience and Availability.** Events must be targeted to Sturgis residents and visitors. They must be open to the general public and must have firm dates established.
- **Location.** All events posted to the Sturgis247 Calendar must be held in the greater Sturgis area (within 15 miles of the city center).
- **Event Organizers.** Events must be organized and/or hosted by a company or organization currently residing in the Sturgis area. If the sponsor or host is outside of the area, it must be a current Chamber member.
- **Fundraisers.** Events that qualify as a local fundraiser (that raise money for a cause, non-profit organization, or charity) must be organized or sponsored by a registered 501c or governmental

organization, or must have a fiduciary that is a 501c or governmental organization. Any fundraiser that does not meet these requirements will not be included in the calendar.

Events

Calendar Event Categories. Submitted events must fit into one or more of the following categories in order to be posted on the calendar:

- **Community Events and Activities.** Events open to the public and providing general activity to the overall Sturgis area. Examples include:
 - Festivals
 - Parades
 - Concerts

- **Local Schools.** Activities happening at local schools including meetings, athletic events, and other critical dates. Only education Partner Accounts are allowed to post to this category.

- **Arts & Entertainment.** Activities involving the arts. Examples include:
 - Plays
 - Music performances
 - Art shows

- **Sports and Recreation.** Activities involving athletic, outdoor activity, and/or recreational components. Examples include:
 - 5K or other running/walking events
 - Golf outings
 - Softball tournaments
 - Summer camps

- **Local Fundraisers.** Activities open to the public that raise money for a cause, non-profit organization, or charity. Must meet conditions specified in event requirements. Examples include:
 - Pancake breakfasts
 - Golf outings
 - Fundraising dinners/dances/etc.

- **Business Networking and Training.** Activities focused on businesses, employment, and business development. Examples include:
 - Business networking events
 - Business speakers
 - Training sessions
 - Job Fairs

- **Public Meetings.** Meetings, hearings, or informational sessions of public interest and open to the community for attendance and/or participation. Examples include:
 - City Commission meetings
 - School Board meetings
 - Public hearings

Event Types Not Allowed. Events that are not allowed on the calendar include the following list. Events of a similar nature to those listed below or otherwise judged by the Sturgis247 Calendar organizers to not meet the standards of the calendar may also be disapproved.

- Activities of a retail nature* (i.e. store sales, special promotions, etc.)
- Dining specials*
- Political events
- Church services and bazaars
- Award banquets
- Lectures or events selling a product, service or investment
- Sales pitches
- Weekly bingo
- Individual sales or garage sales
- At-home parties
- General announcements

* Sales or specials in conjunction with an event are OK; i.e., Dinner Theater, Downtown-wide events, etc.; other types eligible for inclusion on Sturgis Area Chamber of Commerce Calendar if a Chamber member.

Event Content. The Sturgis247 Calendar organizers reserves the right to review, edit and/or reject any posting at any time that is offensive, discriminatory, inappropriate or political in nature. The Sturgis247 Calendar organizers do not endorse, support, or verify the legitimacy or accuracy of the information submitted or linked to on the Community Calendar. The Sturgis247 Calendar organizers make final determination as to which events may be posted.