



# EVENT BROCHURE CHECK LIST

1. A brochure shall be prepared for each event. It may be any size and any color. More than one event and more than one club may be included in a brochure.
2. The brochure must be approved by the appropriate State Organization and/or Regional Director before it is printed.
3. At a minimum, the following information shall be included in a brochure:

OK NO N/A

- a. IVV logo and AVA logo (**must be on front**).
- b. Name of sponsoring club(s) and organization(s).
- c. Type of event.
- d. Photograph or sketch of award.
- e. Location of event.
- f. Date(s) of event.
- g. Distance(s) offered.
- h. Sanctioning sentence such as: "This event is sanctioned by the American Volkssport Association (AVA), a member of the International Federation of Popular Sports (IVV)."
- i. Event sanction number (for example MA01/0000).
- j. Specific location/address of start/finish.
- k. Start and finish times. **FOR Year Round & Seasonal Events:** Statement that they can only be done during daylight hours and a list of any days closed.
- l. Information contact, including phone number with area code.
- m. Registration fees.
- n. A statement that the event is open to everyone.
- o. End of preregistration period.
- p. Registration instructions for groups or individuals.
- q. Type of award, size, and design description, number available and whether or not more will be reordered.
- r. A general description of the course, including terrain, surface, hills, and the expected level of difficulty.
- s. Refund policy and event conditions.
- t. Disclaimer that does not refer to AVA insurance such as: "The sponsors are not liable for accidents, thefts, and/or material damage. Every effort will be made by the sponsors to make this a safe, enjoyable, and memorable event."
- u. A statement that water will be available at the start/finish and control point(s) or that water must be carried, and if food and refreshments will be available (at family prices).
- v. Special prizes and group awards being offered (if any).
- w. Registration form (make sure that the form is not printed on the back of the map, starting location, starting times, or other information that the participant needs to get to the event).
- x. Area map with written directions adequate for those who are unfamiliar with the area to find the event.
- y. Miscellaneous information: parking fees, park entry fees, commercial airline/bus/railway/ferry information, policy on pets and cameras, advisories on littering and smoking, & a statement indicating whether or not wheelchairs, baby strollers, wagons, etc. can be taken on the trails.
- z. The statement that the event counts toward acquisition of IVV Achievement Awards.

4. Your event brochure for your event number \_\_\_\_\_ has been evaluated against the criteria listed above. All items checked under "NO" must be corrected before the brochure is printed and distributed.

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Regional Director or Designee

Date