



## Promoting Your Event with Sabathani Community Center

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Are you planning an event at Sabathani Community Center that's open to the public? We're here to help you spread the word! Take advantage of our promotional opportunities to reach a wider audience.

### **Complimentary Promotion:**

When you rent space at Sabathani Community Center for your public event, you'll receive these promotional benefits at no extra cost:

- Website Exposure: Your event will be featured on our official website's events calendar at [sabathani.org/events](http://sabathani.org/events).
- Newsletter Inclusion: Gain visibility by being listed in our monthly email newsletter, which reaches over 3000 subscribers.
- Social Media Presence: Your event will also be included in our monthly community events listings on both our Facebook and Instagram.

To utilize these promotional services, simply provide the following information to our Communications Coordinator at [jleaf@sabathani.org](mailto:jleaf@sabathani.org):

- Event details: title, hosting organization, date, time, a brief description (up to 100 words), location, registration info/link (if applicable), contact details, and other essential information.
- High-resolution image in jpeg or png format (preferably text-free) for the events calendar listing

Remember, for website inclusion, send your content at least two weeks prior to your event, and for newsletter and social media inclusion, send it at least one week before the beginning of the month.

## **Enhanced Promotion Options:**

Looking for more extensive promotion? We offer additional services at a separate cost:

- Custom Graphics: Let us design print flyers and social media images tailored to your event.
- Flyer Distribution: We can print a limited number of flyers and post them in the Sabathani building and nearby areas like coffee shops, libraries, and the Seward Co-op Friendship Store.
- Social Media Spotlight: Get featured posts about your event on Sabathani's social media platforms.
- Digital Display: Your event will be showcased on the digital monitor at the Sabathani entryway.
- Email Blast Feature: Enjoy prominence in an e-blast sent to our 3000+ email subscribers.

For pricing details on these services, get in touch with our Communications Coordinator at [jleaf@sabathani.org](mailto:jleaf@sabathani.org).

## **Guidelines and Considerations:**

Please note that we only promote events that align with our mission of serving the South Minneapolis community and reflect our values of inclusivity and nondiscrimination.

Keep in mind that while we offer valuable promotional support, we cannot cover all aspects of event promotion due to our programming commitments and limited capacity. Depending on your event's scale, consider utilizing various channels like grassroots efforts, community partnerships, word-of-mouth connections, paid advertising, and media outreach to ensure its success.

Lastly, if any details of your event change after promotion, inform us promptly so we can update our listings accordingly and provide accurate information to our audiences. We want your event to live up to its advertised promises.

Let's work together to make your event a success! Get started by reaching out to our Communications Coordinator at [jleaf@sabathani.org](mailto:jleaf@sabathani.org).