



## The West End Business Improvement Zone

### Event Sharing

The West End Biz is eager to help promote and share events taking place in and around the West End community. We aim to help bring people to the West End and showcase the variety of events and activities that the West End has to offer. The West End Biz is able to help promote and share businesses and organizations events on our Social Media accounts; this includes our Facebook, Twitter and Instagram. In order to successfully promote and share events on our platforms we ask that the following information be provided.

**Location** (address of where the event is taking place)

**Time** (time the event begins and ends)

**Date** (the date the event is taking place)

**Event Description** (description of the event, include any event hashtags that will be used)

**Who is able to attend** (include any restrictions)

**Cost** (cost of the event, and if tickets need to be purchased beforehand)

**Sponsors** (who is sponsoring the event)

**Contact** (a point of contact for more information on the event and event link)

We also ask that a high quality **photo** is provided to help share the event. This photo should relate to the event in some way and be sent via email to [aurora@westendbiz.ca](mailto:aurora@westendbiz.ca). Images that contain text will not be accepted. If you are not able to provide a photo please forward the event poster our way for reference.

#### Available Event Sharing Platforms

##### Social Media

Facebook

Instagram

Instagram Story

Twitter

##### Website

Events Calendar

Website blog post

##### Physical (must provide print)

Office Window

If you would like to have your event shared or if you have any further questions, please contact Aurora at [aurora@westendbiz.ca](mailto:aurora@westendbiz.ca) or call (204)-954-7900.

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