

America's Hometown

Welcome to Plymouth

Massachusetts

Event Planning Guide



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Welcome to Our Community!

To assist you in planning festivals and special events in Plymouth, we have compiled this helpful handbook for hosting festivals and special events. We hope that this easy, step by step guide, will encourage more organizations to host community events.

Inside you will find information helpful to setting up on event venues, directions on how to file applications for event permits and receive permit approvals for all aspects of your event. This booklet should also provide all of the answers to your questions about security, emergency medical services, clean-up, insurance requirements, and more.

We have worked hard to streamline the event permitting process while continuing to provide vital services that help make your event safe and successful.

This handbook also contains a Special Events Application and everything you need to know and do to host a Special Event in Plymouth. You will also find a helpful list of contact names and numbers and a list of town services and resources that can help you plan your event.

The Town of Plymouth encourages the production of community events and will assist applicants in ensuring that these events are clean, safe and beneficial to our citizens and visitors from around the globe. It is our hope that your event will enhance our town and bring credit to your organization.

Please feel free to contact Cheri Thomsen, Coordinator of Special Event permitting, at 508.747.1620 x144 or via e-mail at cthomsen@townhall.plymouth.ma.us if you have any questions.

This Handbook will be helpful as you plan the festivals and events that contribute so much to the excitement of Plymouth, "America's Hometown". Thanks for all that you are contributing to make Plymouth Massachusetts the best place to work, live and play!

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What is a Special Event?

Any special event/activity that will be...

- o Held in a public venue/property
- o Affecting private and/or public property or right-of-way
- o Using outdoor spaces
- o Inviting public participation and patronage (with or without charge)

Examples of Special Events that must submit a Special Event Application:

Athletic/Racing Event

Run

Walk

Skate

Cycle

Parade, March or Procession

Fair or Rodeo

Circus or Carnival

Street Festival

Concert

Farmers' Market

Exhibition

Pageant

Event or Function on Public Park Property

Extension of Premises when Additional Area is Public Property

Fundraisers

Block Parties

Sidewalk Sales

Also, services being requested beyond those the town provides its citizens under ordinary, every day circumstances will require a Special Event Application to be submitted, such as:

Fireworks

Alcoholic Beverage Sales (on public property only)

Food Sales

Street Closings

Equipment – generators, stages, dumpsters, etc.

Performances or Sound Systems

Tents, Etc.

Where can my Special Event be held?

Some examples of Special Event locations are: Nelson Park - Morton Park
Stephen's Field - Playing fields for athletic activities - Memorial Hall - Brewster Gardens
Jenney Grist Mill - Plymouth Memorial State Park on Water Street

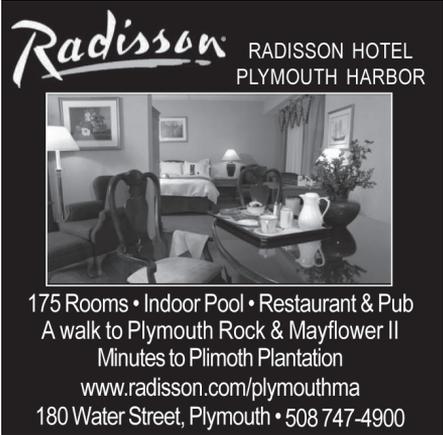
* Please contact the Town of Plymouth Economic Development Office at 508.747.1620 x144 should your desired location not appear on the list above.

When should I apply for my Special Event Permit?

Special event organizers may apply for their Special Event Permit up to 12 months prior to their event date.

Special event organizers that are applying for Town of Plymouth Promotions Funding must submit their Special Event Permits by January 30th of that calendar year.

First time event applications that are applying for Town of Plymouth Promotions funding can submit their request 60 days prior to event.



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What information will I need to complete my Permit Application?

Draft an outline of your event to include: Event Location, services needed, street closings, use of public or private property, etc. This will all be helpful when requesting your permit and give the approving authority the detailed information needed to approve your application.

You may also want to include:

- o Hours of operation
- o Map of your event location
- o Crowd size
- o List characteristics of event; food served, music, etc.
- o Written permission to use the property for the event if it is publically held or with private landowners.

Starting the Town of Plymouth Special Event Permit Application Process

Any person or organization that wishes to hold an activity/event on Town of Plymouth property, for public or private attendance needs to apply for a Special Event Permit. Events held on public property or under certain circumstances, private property, must apply depending upon the venue and activity. No special event may be held and no person, group, sponsor or organization shall hold, promote, sponsor, or stage a special event without first obtaining a Special Event Permit.

How to Apply?

Special Event Applications may be obtained through the Town of Plymouth Economic Development Office located at: Plymouth Town Hall, 11 Lincoln Street (2nd Floor), Plymouth, MA 02360, 508.830.1620 x144.

Completed applications may be mailed to or dropped off at the Town of Plymouth Economic Development Office, Monday - Thursday from 8 a.m. - 5 p.m. (excluding official Town and State holidays.)

Once the Town of Plymouth Special Events Coordinator receives the completed application, the date requested will be tentatively held for your event, pending application approval.

After the Certificate of Liability Insurance is received showing proof of liability insurance, the permit will be approved and returned to the applicant (\$1,000,000 individual and \$2,000,000 aggregate).

ACCEPTANCE OF YOUR APPLICATION SHOULD IN NO WAY BE CONSTRUED AS FINAL APPROVAL OF YOUR REQUEST.

TOWN OF PLYMOUTH SPECIAL EVENTS

Submit to: The Office of Economic Development
11 Lincoln Street
Plymouth, MA 02360

For questions please call Cheri Thomsen.
508-747-1620 x144 / 508-830-4116 (fax)
cthomsen@townhall.plymouth.ma.us

INSTRUCTIONS: Answer all questions that are applicable to your event. Return this form to the Office of Economic Development **at least one month prior to your event.** Approval cannot be guaranteed to applications received less than thirty days prior to an event. We appreciate notification of cancellation if plans should change.

Event organization and address for marketing use:		Name & address of contact person:	
Phone #:	Website:	Cell #:	Email:

Event name for marketing use: _____ Event date(s): _____

Location of event (**if on State land, approval is needed**): _____

Street Closings Y / N (Where? Please attach map): _____ When: _____

Event start time: _____ Event end time: _____ Set up date: _____ Set up time: _____

Describe what and where you will be setting up: _____

Number of participants: _____ Number of spectators: _____

Will there be checkpoints Y / N (see Police Dept.) _____ Location(s) _____

Use the showmobile? Y / N (see Chamber of Commerce) _____ Location(s) _____

Amplified music? Y / N (see Town Manager's Office) _____

Use of electricity? Y / N (see Bldg. Dept.) _____

If you check yes to any, please see appropriate department immediately.

Will there be food? Y / N (see Health Dept.) _____ Use of tents? Y / N (see Bldg. Dept and Fire) _____

Use of Memorial Hall? Y / N (see Digital Media Services) _____ Will there be vendors? Y / N (see Town Manager's Office) _____

Use of Pilgrim Memorial State Park: Y / N (**secure State permit**) _____ Use of playing fields? Y / N (see Recreation Dept.) _____

Do you wish to block public parking spaces? Y / N (see Plymouth Growth & Development Corporation) _____

	COMMENTS AND CONDITIONS
POLICE	
FIRE	
PARKS & RECREATION	
DEPT. OF PUBLIC WORKS	
BUILDING	

- A **certificate of liability insurance** with the Town of Plymouth named as an Additional Insured is required. **If** you are using the showmobile you must add the Plymouth Area Chamber of Commerce as an additional insured, as well.
- **FINAL APPROVAL** of your event is not granted unless all comments and conditions listed above have been met AND insurance certificated has been provided.
- **Please Note:** Inspections may be conducted the day of your event, please ensure you are in compliance with conditions/comments above or your event may be in jeopardy.



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Using State of Massachusetts Land & Parks

Should your event be held in Plymouth Memorial State Park on Water Street, the State of Massachusetts' Department of Conservation & Recreation (DCR) office **MUST** be contacted for the use of this property at 617.626.1486 or email Janice.parlon@state.ma.us

DCR Requirements and Fees

- o All Special Use Permits must have Liability Insurance and provide DCR a Certificate of Insurance naming DCR as additionally insured.
- o As of July 1, 2009 the fee for all special use permits is \$35.00.
- o Special Use Permit requests will be accepted beginning November 1 through May 1, each year.

Special Use Permit

A Special Use Permit is needed when the use or activity exceeds in any way, the common use of DCR parklands. These include and are not limited to events such as:

- o Sporting activities and tournaments
- o Concerts
- o Charity walks
- o Road races
- o Group boating activities
- o Community service projects
- o Cultural festivals
- o Still, film and video photography
- o Camping events
- o Small wedding ceremonies
- o Group gatherings which include amusements, barbeques and/or amplified sound

Contact information for State Special Use Permit filing can be found at <http://www.mass.gov/dcr/permits/index.htm>. For more information please contact the DCR Bureau of Special Services and Events at 617.626.1486 or write to the Bureau of Special Services and Events, Department of Conservation and Recreation, 251 Causeway Street, Suite 600, Boston, MA 02114

Special Event Requirements

Special events incorporate many different aspects and planning challenges. To make sure all special event organizers cover all the bases, please review the following information in this Special Event Requirements section. Should your event include any of the following, please make sure all appropriate Town Departments have been contacted.

Amplified Music

Amplified music permits are required under the following circumstances (Except as provided in Chapter 136 of the General Laws):

- o Music is live and amplified
- o Music is played out of doors either in open air or in a tent, carport, gazebo, garage, porch, breezeway, Show Mobile, etc.

Permits are required by residents and businesses. The Police Department shall enforce laws relating to disturbance of the peace and shall have the right to require the amplification be turned down or stopped. Content must be appropriate for all general audiences.

The Application for Amplified Music Permit may be obtained through the:

* THE SIGNED PERMIT MUST BE AVAILABLE FOR INSPECTION ON THE DAY OF THE EVENT.

Emergency Medical Services

EMS coverage may be required for special events to ensure that patrons attending a particular festival or special event are provided sufficient emergency medical coverage.

Fire Services

Special Event organizers must adhere to the Plymouth Fire Department requirements for Special Events.

- o Fire lanes must be a minimum of 18 feet wide and kept open at all times to allow fire trucks to respond.
- o All tents that will involve cooking are required to have a fire extinguisher with current inspection tags.
- o Food tents with deep fryers are required to have Class K fire extinguishers with current inspection tags.
- o All propane tanks and generators must be inspected.

Public Safety/Police Details

Special events held on State of MA property will require Park Officials be on hand during your event to provide public safety services. Please contact DCR at 617.626.1486.

Special events held on Town of Plymouth property or that involve street closings will require the Plymouth Police Department to provide public safety services. Please contact the Plymouth Police Department at 508.830.4220.

Harbor Master

The Plymouth Harbor Master should be contacted in the event that you will need use of Town Pier or if your event includes the use of Plymouth Harbor or the Town Boat Ramp in any way.

Nautical events, boat parades, Triathlons, etc., must contact the Harbor Master at 508.830.4182.

Tents/Structural Buildings/ Canopies

All permitted tents and canopies must meet the requirements of Chapter 24 of the International Fire Code and require approval from the Plymouth Fire Department at 508.830.4213 x106.

- o All tents shall be made of flame retardant materials and shall have a label or tag permanently affixed stating the same.
- o If you wish to erect a tent or canopy over 10 X 10 ft., you must submit an application to the Plymouth Inspectional Services Department at 508.747.1620 x109, with an accurate, detailed, site plan (plans which are not legible will be



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rejected), along with other required information to the Fire Prevention Office.

Fireworks/Pyrotechnic Displays

If a festival or event is going to include a “Public Display of Fireworks” or the use of Pyrotechnics or Special Effects before a Proximate Audience, an event organizer must apply for and obtain a Fireworks/Pyrotechnics Permit from the Plymouth Fire Department.

Fireworks displays and pyrotechnic special effects must be under the direct supervision of a licensed pyrotechnic operator who is employed by a licensed fireworks/pyrotechnic company, along with a certificate of insurance, which must be approved by the Plymouth Fire Department. Fireworks and pyrotechnic special effects must comply with Chapter 33 of the International Fire Code and NFPA standards. Fireworks used by the general public are illegal in the State of Massachusetts.

For more information contact the Plymouth Fire Department at 508.830.4213.

Street Closings/Parking Restrictions

If your event will involve closing a public right-of-way or involve a state-maintained right-of-way (street, sidewalk or alley) event organizers must request permission from the Town of Plymouth and the State DOT at least (60) days before an event. In addition, the DOT will require an application for any highway access permit if freeway ramps or right-of-ways are closed (see below for instructions on how to obtain DOT permits).

Street closings and placement of barricades/signage on Town of Plymouth streets and rights-of-way must be coordinated with and approved by the Highway Department at 508.830.4162. If an event requires closure of streets or public rights-of way, proper barricades and signage are required.

All signage and barricades must comply with the Manual of Uniform Traffic Control Devices. To ensure that event organizers are in compliance with the Town of Plymouth and DOT, an approved barricade company or the Town of Plymouth will be responsible for placement and removal of all barricades and signage before and after an event. Event organizers will be responsible for all costs incurred to rent, insure, and transport barricades to and from an event site. The barricade company, if not the Town supplied company, must submit a traffic control plan to the Highway Department and Public Safety Departments.

In some cases the applicant is required to notify all residents, businesses, places of worship and schools that are impacted by street closures and/or noise related to your event. Staff will determine notification boundaries. All residents, businesses, places of worship and schools within that boundary area must receive a notification. An example notification must be submitted to the



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Town for review prior to notification delivery. Once approved, the notice must then be mailed or hand delivered to designated impacted areas at least two weeks prior to your event (or sooner per the level of impact of the event). Information on the notice should include, but not be limited to; the name of the event, date(s), time(s), location.

Should your event require the blocking or use of designated paid parking space, the Plymouth Growth and Development Corporation (Park Plymouth) must be notified at 508.747.5929.

Vending Rights/Sales Tax Certificates

If on public property, including public streets and rights-of-ways, will be used to vend products, food or drinks at an event, a sales tax certificate must be obtained from the Commonwealth of Massachusetts Department of Revenue. Vendors in Plymouth are not allowed unless they are under a Special Event Permit or within an approved festival that has received exclusive vending rights from the Plymouth Board of Selectmen.

Health Permits

Any vendor serving or handling food in any way must obtain the proper permitting with the Town of Plymouth Health Department prior to the event date.

A One Day Food Service License is \$25.00 and applications may be obtained at the Town of Plymouth Health Department. Anyone applying for a One Day License must also supply the Town of Plymouth Health Department a copy of their current licenses from the town of origin, a copy of their Serve Safe Certificate, and a copy of their Allergen Awareness Certificate.

Event organizers should inform their vendors of this requirement and request a copy of the vendors permit with the Town of Plymouth Health Department before the event date.

Should all requirements not be met with the Health Department, the Health Department has the right to eject any vendor on the event day.

For more information contact the Plymouth Health Department at 508.747.1620 x118 or via email at; Lscolamiero@townhall.plymouth.ma.us

Alcoholic Beverage Regulations

Any event organizer wishing to serve alcoholic beverages must obtain a One Day Liquor License with the Town of Plymouth Board of Selectmen. There is a \$30.00 fee to apply for this license and they are approved on a case by case basis.

Event organizers must submit a copy of their LIQUOR LIABILITY INSURANCE CERTIFICATE and copies of the BARTENDER'S SERVER TRAINING CERTIFICATES. Anyone holding a special license (one day liquor license) must purchase alcoholic beverages from a licensed wholesaler/importer, manufacturer, farmer-winery, farmer-brewery or special permit holder. You cannot purchase alcoholic beverages from a package store.

Forms may be obtained at:

Plymouth Town Hall (3rd Floor), 11 Lincoln Street, Plymouth, MA 02360
For more information contact the Plymouth Town Hall at 508.747.1620 x100

Amusement Rides/Carnivals

If your event has amusement rides located on Town of Plymouth property, you are required to note that on your Special Event Permit.

Should those amusement rides be located on State of MA property, you will need to contact DCR to obtain permission from them to locate amusement rides on their property.

Restroom Facility Needs

There are limited public restroom facilities located on Plymouth Waterfront. The State of MA provide public restroom facilities at State Pier (seasonally) and during specific hours. Please contact DCR for more information. Should you require additional services, portable restrooms may be brought on site.

Electrical Access

There is no electrical access provided on Town of Plymouth or State of MA property. Should you require electricity, generators must be brought on site. All generators must be inspected by the Plymouth Fire Department.

Maintenance/Event Clean-Up

Event organizers are responsible for Event Clean-Up. The area in which your special event is held must be left in the same condition as it was found. Event organizers may have an outside trash removal company provide this service for their event.

Should the Town of Plymouth DPW Department need to clean the special event location, event organizers will be charged for their services.

Should the State of MA need to clean the special event location, event organizers will be charged for their services.

Event Signage/Banners/Street Markings

Event organizers wanting to advertise their event by displaying signage prior to and/or during their event must follow the guidelines listed below:

- o Signage can only be displayed on-site during a special event.
- o Signage must be displayed within the boundaries of the event.
- o All signage must be removed from the venue immediately after event is over.

Event organizers wanting to mark the sidewalk, asphalt or trails for their event/race must follow the guidelines listed below:

- o Paint: only white, water-based turf marking paint is permissible.
- o Chalk: only lining chalk or marking gypsum is permissible.
- * Most hardware and home improvement stores carry these products.

Event organizers may reserve street banner space with the Town of Plymouth to promote their event. A Promotion Banner Application must be completed with the Plymouth Economic Development Office:

Plymouth Town Hall (2nd Floor), 11 Lincoln Street, Plymouth, MA 02360

Please follow the steps below to reserve Street Banner space:

- o Complete Town of Plymouth Promotion Banner Application.
- o Submit request form to Plymouth Office of Economic Development.
- o Receive approved request form with dates.
- o Obtain sign permit from Plymouth Building Department.
- o Submit a check to the Office of Economic Development, made payable to the Town of Plymouth, for the non-refundable banner system use fee of \$100.00 per week. No cash please.
- o Submit a check to the Plymouth Building Department, made payable to the Town of Plymouth, for the non-refundable sign permit fee of \$25.00. No cash please.
- o Provide banner to Town of Plymouth Office of Economic Development one week prior to scheduled date of display.
- o Pick up banner at the Office of Economic Development at least three days after last scheduled date of display.

The Town of Plymouth requires that any/all promotion banners displayed on the Town Promotion Banner System meet the following standards:

- o All banners are to be installed by the Town of Plymouth or its designee at the approved location.
- o All banners must conform to the Town of Plymouth sign code(s).
- o Banner height not to exceed 30 inches.
- o Banner length not to exceed 30 feet or 10 feet less than the point of attachment, whichever is lesser.
- o Banner to be "hemmed and roped" with ¼ inch nylon rope and grommets every 2 feet of length.
- o Rope for the banner to exceed the point of attachment by not less than 10 feet.
- o Banners to have a minimum of 1 x 1 inch slit or crescent for every 2 square feet of un-hemmed banner area.
- o Banners to be made of the following materials or equal: Armor Flex, Tiger Hyde, Drill Cloth.

Please note:

- o The approval for the display of any/all promotional banners for a determined time period in no way implies that the same time period will be reserved for said organization or event in subsequent years.
- o All banner requests are based on a one-time approval.
- o Banners promoting special events or community events will have priority for approved display times. Applications are on a first come first serve basis, and will be considered on a calendar year schedule.
- o Requests to display during January, February or March of any year can be made only after October 1 of the preceding year. All other requests are to be made during the same calendar year.



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Fax: 978-579-0015
E-mail:
jbainton@nscrestrooms.com

- o All banners must conform to the Town of Plymouth Promotion Banner Specifications (PBS 697). Any banner that does not meet the minimum standard specifications in PBS 697, will be rejected.

Show Mobile

Event organizers wanting to use the Plymouth Area Chamber of Commerce Show Mobile should follow the steps below:

Step 1:

- o Apply for a special event permit with the Town of Plymouth, 11 Lincoln St. 2nd Floor of Town Hall, Plymouth Office of Economic Development 508.747.1620 x144.
- o Check the box on your Town Special Event application for use of the Show Mobile trailer. The Town will then forward your application request to the Plymouth Area Chamber of Commerce for processing and scheduling.
- o If the stage is being used on State property then an additional approval is mandatory by DCR. They should be contacted immediately at <http://www.mass.gov/dcr/permits/index.htm>
 - * For more information about permits, please contact the DCR Bureau of Special Services and Events at 617.626.1250, or write to the Bureau of Special Services and Events, Department of Conservation and Recreation, 251 Causeway Street Suite 600, Boston MA 02114
- o A Chamber Event Director will then contact you with availability and further information, as well as require you to complete the Show Mobile Use Agreement.

Step 2: The Plymouth Area Chamber of Commerce requires the following information from applicant:

- o Liability coverage for use of the trailer listing the Chamber of Commerce as an additional insured on the use of the stage for specific dates of events is mandatory. This should be for a minimum of \$1,000,000. In liability coverage (see forms and additional requirements).
- o List who on the event team will provide clean-up for the use of trailer and area surrounding trailer.
- o Event organizers are not allowed to cover Chamber sponsors of the stage. The FREE use of the stage is subsidized by the stage sponsor. Should an event organizer cover the stage sponsor signage a \$250.00 fee will be assessed for each occurrence or denial of the stage use for future events will occur. The applicant must sign this document acknowledging this condition or use of the stage is prohibited. Event organizers are allowed to hang banners in or around other stage areas during event times as long as they do not violate the aforementioned stipulation.

Step 3: Once all paperwork is filed with the Chamber Event Director, the Chamber's approved contractor for opening and closing of the stage unit will contact the event organizer for scheduling the opening and closing of the unit during event times.

NOTE: Operation of the stage unit including opening, closing, connections and alterations of the stage extensions MUST BE completed by the Chamber approved operator. No key distribution or private stage setup, connections or moving of the stage from its

position is allowed by the event organizer unless approved in writing by the Chamber of Commerce. Transportation of the stage unit must be done by the Chamber and its contractors and a fee for delivery will be assessed accordingly per event. Any trash not removed by the event organizer will result in a cleaning fee.

Approval for the use of the stage unit will only be allowed once the Town of Plymouth (and DCR if on State property) has approved a Special Event Permit for the event. Should an event organizer not obtain these approvals and not submit their signed Show Mobile Use Agreement, the Show Mobile will not be opened on your event day.

Liability Insurance

Event organizers must provide a certificate of liability insurance with the Town of Plymouth named as an additional insured. If you are using the Show Mobile the Plymouth Area Chamber of Commerce must be added as an additional insured, as well. If you are using State property the Department of Conservation and Recreation (DCR) must be added as an additional insured.

Marketing Your Event

The success of your event depends upon getting the word out. Here are some helpful hints on marketing your event.

Get your event posted on local event calendars:

Town of Plymouth-Cheri Thomsen, Coordinator of Special Events
508.747.1620 x144
cthomsen@townhall.plymouth.ma.us

Plymouth Area Chamber of Commerce-Sarah Hansen, Communications & Events Director
508.830.1620
sarah@plymouthchamber.com
www.plymouthchamber.com

Destination Plymouth-Georgia Stanley, Office Manager
508.747.7533
www.visit-plymouth.com

Create a press release:

One of the easiest and most inexpensive ways to keep your business or organization in the public eye is to send out press releases. A press release is a quick article written in news style that promotes a recent accomplishment, event, or new feature in an informative way. Although it is not an advertisement, press releases can be a very persuasive way to get your message out. Being printed in a well-known publication adds instant credibility to the information, and the lack of "sales speak" may make some readers more receptive to your product. The goal is to have it accepted and published in a public forum such as a newspaper, magazine, business journal or website.

When you have written the press release, send it to as many of these outlets as possible, and hopefully at least one of them will choose to run it. Keep in mind that editors may alter your press release or re-write it. This is fine, as long as the article is

published and maintains the basic message you intended. Press releases can also be used to provide patrons or prospective sponsors with background history on your event. Display them on your website, include them in your newsletter, or send them in an email.

A well-written press release may result in several developments:

- o Tremendous free publicity for your event or organization.
- o Awareness by the general public that may not have been aware of your event.
- o Interest from potential donors, sponsors or strategic partners.
- o Opportunity to explain, correct, or clarify your point of view.

Follow These Steps:

Some media outlets will not even look at your writing if it hasn't been formatted in proper press release style. Please include the following features:

Header:

Type "FOR IMMEDIATE RELEASE" at the beginning, preferably in the upper left-hand margin (although right-hand is acceptable). Be sure to capitalize every letter.

Contact Information:

Contact name and phone number

Website Address

Release time

Headline:

Make sure it's catchy! Often the title is where people decide to read on or throw it away.

Lead Paragraph:

Should contain the 5 W's: who, what, when, where and why. This paragraph should grasp the reader's attention. Also be sure to include the dateline, along with the city of origination.

Text:

The main body of your press release. Include quotes, where applicable.

Recap:

Restatement of your event details and specifications, highlight product/service, release/start date.

Many organizations have a standard "boilerplate" of information that they use on any publicity materials that go out. Consider creating one that you will be able to use in future press releases. This will save you time in the long run.

The Essentials:

- o Make the information in your press release newsworthy!
- o Explain why the reader should read your Press Release.
- o Make the first 10-15 words effective - they are by far the most important.
- o Stick to the facts!
- o Provide detailed contact information.
- o Adopt news or Associated Press (AP) style - study the publications you are targeting and try to match their style.

Formatting Tips:

- o Use 8 ½" X 11" paper.
- o Use one inch margins.
- o Use capitals in the first letter of all words in the headline, except 'a' or 'an,' etc.
- o Use only one side of each page.
- o For multiple page releases, use the word "more" between two dashes (- more -) and center it at bottom of each page to let readers know that it continues.
- o Use three number symbols (###) immediately following the last paragraph to signify the end.
- o Keep your press release to 300-500 words (or about one page), unless the event is truly momentous (i.e., you're being bought out by Sony).
- o Use an attention-getting title (shorten title on additional pages).
- o Double-space the body of your text.

Contact the local media:

GateHouse Media (Old Colony Memorial) • 508.591.6000 • www.wickedlocal.com

WPLM Easy 99.1 FM • 508.746.1390 • www.easy991.com

WATD 95.9 FM • 781.837.4900 • www.959watd.com

Good luck with your event!

We hope this Handbook was helpful during the process of planning your special event. This handbook is meant to be used as a "guide" during your planning process. Each event is unique and the Town of Plymouth and State of MA may require additional steps and information from you based on the type of event you have.

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