BSMHF Website – Events Template

What to include:

- **Title:** The name of your event
- **Timestamp:** The date and time of your event
- **Location:** The address where your event will take place
- **Intro:** The 5 Ws: Who, What, When, Where, Why?
    - The most important information laid out as simply as possible
- **Development:** Any expanded context, explanation, supporting information, links. This is the place to share history of the event, details from past years, goals, etc.
- **Tickets:** If the event has its own website for people buy tickets or register, include the link
- **Event support:** Name, phone number, and email address of the person people should contact for help

Optional modules:

- **Quote** – Along with quote, please include attribution: full name, title, location
- **Photo(s**) – Attach high-res photos with at least broad-level captions of who is in them and what they are doing
- **Video** – Please send URL and/or raw file to be uploaded to the Foundation YouTube channel
- **Schedule** – A list of times during the event and what activities are taking place at those times
- **Sponsors or Partners** – Include high-res logo files for any sponsors and a list of the sponsors separated by tier, if applicable
- **Planning Committee** – Provide a list of leaders and then committee members

Template structure:

[Title]

[Date]

[Address]

[Intro]

[Development paragraphs]

[Call to Action]

[Event support]