



Promotional Resources Guide

A. To place an event on the calendar:

1. Visit <http://pathwaytoadventure.org>
2. Roll over the blue Calendar tab and click “Add an event to the Calendar”
3. Fill out the Promotional Request form with all fields needed to build your event
 - If you need marketing materials created or social media promotion, see sections B and C of this document
4. Submit
5. The event will be set up in our registration system, called Black Pug, and placed in “draft” mode. This means it cannot yet be seen by the public.
6. Mary will send an email with the draft event link to the DE and lead volunteer for review
7. Once they approve, the event will go live (visible to the public). Mary will send the live link to the DE and lead volunteer along with instructions on how to access and monitor the event’s registrations and pull reports.

B. To request a flyer, other marketing material, or social media promotion for a council event:

- Complete the Marketing section of the Promotional Request form

C. To create marketing/promotional materials for a unit or district event:

- Use the [Online Marketing Portal](#)
- Click [here](#) for a [step-by-step guide](#)

D. To get your event printed:

- Go to the [Print Request Form](#)
- Enter the district(s) of your choosing in the “distribute to roundtable” section of the form

E. To get your event promoted in the PTAC newsletter and/or community newsletters:

- Go to the [Newsletter Submission form](#)
- Enter the required information
- Make sure you select the applicable communities
- Submit
- **Note:** Check the newsletter publication dates and submission deadlines to make sure you get your content in on time