

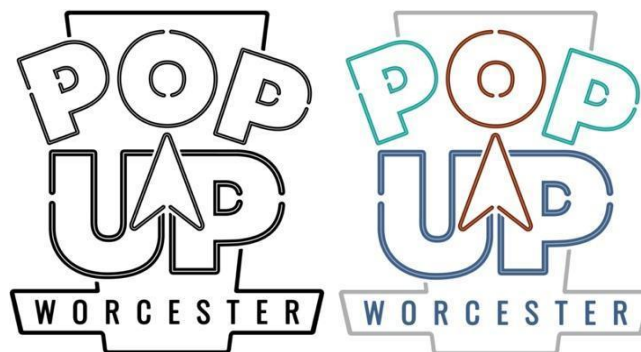
Worcester PopUp Promotional Requirements:

You must post* your event to the Discover Central MA Calendar **and** you must create a Facebook event post with the PopUp included as a co-host.

*If you have never posted to the Discover Central Mass Calendar, you will need to create a free account first. Follow the link above, scroll to the bottom of the page, and click on the “Log in to your account” button. After you create a free account you will be able to add your event.

The following needs to be included in all the promotional materials you generate:

1. **Hashtags:** #makearteverywhere, #worcesterculturalcoalition, #PopUpJMAC, #jmacworchester
2. **Disclaimer:** The Worcester PopUp at the JMAC is a creative co-working space of the Worcester Cultural Coalition and in partnership with The Barr Foundation. This event does not necessarily reflect the views of either organization.
3. **PopUp Logos:** (The color image is attached to the email.)



IMPORTANT: Before final approval of your event, you must submit screenshots of your Facebook and DCM calendar drafts for review to the PopUp. If all required items are present, your event will be confirmed, and we will proceed with promotion.