



How to Request that LYL HQ Promote Your Event

Hi Hosts!

Here are the guidelines and process for requesting LYL HQ promotion of your LYLL event(s).

LYL HQ Promotion Guidelines:

1. *For new hosts (whether in a new city or revitalizing an existing one):* LYL will promote the first two meetups.
2. *For existing hosts:* LYL will promote up to four events per year (generally for larger, special events, but also possible for general meetups to boost lagging attendance); and in no more than two consecutive months.

Promotion Request Process:

1. The host sets up their meetup in their Facebook group and in any other services.
2. At least two week prior to the date the host wants the promotional email sent, the host requests promotion for their event by sending the following information to Celina at LYL HQ (celina@liveyourlegend.net):
 - a. Event city
 - b. Event title
 - c. Event date and time
 - d. Event location
 - e. Event description
 - f. Event special instructions (if any)
 - g. General geographic area the email should target (New Jersey and Western Pennsylvania for a Philadelphia event, for example, or the Dallas-Fort Worth metroplex).
 - h. What date the host would like the email to go out
3. LYL HQ contacts the host with any additional questions
4. LYL HQ sends out the email on the requested date.
5. If the event is cancelled or modified after the email is sent, the host must notify LYL HQ so the community can be notified of the change.

Let us know if you have any questions!

–Your LYLL Team

PS: In the coming months, the location-specific email will become a news item in the monthly LYL subscriber newsletter, but the request process will stay the same.