

# BALMORAL VOLUNTEERS - Guidelines for submitting information to Local WHAT'S ON Listings

Local knowledge is invaluable in getting our sailings onto local WHAT'S ON listings. Some of these appear in print and others are website listings. Some are operated by local authorities tourism departments, some by local media (radio or newspaper) and others by local groups who generally wish to promote their area. There are sites that cover the country but require everything to be input for each location. A huge amount of effort would be required to cover all our sailing catchment areas so if you feel you could help ..... read on - you can do it all from home.

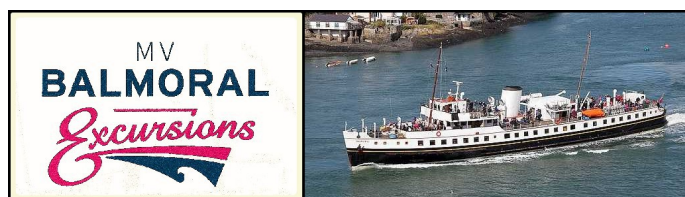
The starting point is that we only want to use **free** listings.

- Some sites will only offer free listings to charities – MV BALMORAL FUND LIMITED is a charity and our details are at the bottom of this page
- Official sites may ask for "access statements" before accepting a listing. If so please contact [ross@mvbalmoral.com](mailto:ross@mvbalmoral.com) who will arrange for one to be sent to you.
- Some sites require you to sign up before posting - please sign up in your own name to do this.

None of the above details are likely to appear for the public to see.

The layout for inputting details varies considerably from site to site.

- You may be asked to select an event category - choose a broad one so that people looking for things to do will find us - not just those wanting to go for a sail.
- A geographical area is usually required. This needs a bit more working out in case nominating say THAMES actually excludes events below Tower Bridge. If a "Venue" is required show the pier or harbour from which the trip starts.
- Text needs to be brief and to the point (no room for essays) "sail on a classic excursion ship to ..... on (dates) full details /tickets at [www.whitefunnel.co.uk](http://www.whitefunnel.co.uk) or phone 0117 325 6200.
- Pricing details are often required - suggest quote lowest adult fare of the day as a "from" price and mention that child / family fares are available. Don't try and put all the options in!!
- Wherever possible include a photo or logo: see below/attached/downloadable from [www.mvbalmoral.com](http://www.mvbalmoral.com)



## FEEDBACK

We'd like to keep a track on sites used - so please fill in a [report form](#) listing any sites on which you manage to get postings accepted. A link to the report form can also be found on [www.mvbalmoral.com](http://www.mvbalmoral.com)

## CHARITY DETAILS

If you are asked for details of the charity and company, they are as follows:

White Funnel Limited. Registered in England & Wales Company No 09471161. Registered Office: 70 Prince Street Bristol BS1 4QD. Tel 0117 325 6200

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