



Special Events Office

Event Notification Requirements

NOTIFICATION POLICY

At least four weeks prior to the event, the event organizer must notify all affected community members—including residents, businesses, schools and places of worship—about their event, associated road closures, and other impacts.

Any establishment that will be blocked, detoured, or heavily inconvenienced must be notified. Neighborhood Partnerships and Home Owner Associations must also be notified when applicable.

Each notification must include the following information:

- Name of Event
- Sponsoring Organization(s)
- Date and timeframe of event
- Description of road closures (locations and times)
- Description of event and information about the noise impacts of event, such as music or fireworks, and their timeframe
- Name, email address, and phone number of event organizer
- Website associated with event

An explanation of your notification plan, including postcard or flyer templates when applicable, must be submitted to the Special Events Office for approval at least 6 weeks prior to your event date.

APPROVED NOTIFICATION METHODS

- Option 1: Mailed Postcards
Event organizers may mail standardized, bright yellow postcards detailing event information to all affected community members. Postcard instructions are provided on page 2.
- Option 2: Individualized Notification
Event organizers may individually contact affected community members in person, over the phone, or via email and submit their tracked interactions to the Special Events Office using the *Establishment Notification Form*, provided on pages 3-4.
- Option 3: Apartment or Business Complex Notification
Event organizers may coordinate with property managers to alert all tenants of a large complex via the preferred communication method of the complex. Proof of this alternate form of notification must be submitted to the Special Events Office.

Event Organizers may utilize a combination of the above methods of notification, or may submit a suggested alternate notification plan to the Special Events Office in advance, which may be approved, modified or denied. This covers our minimum requirements. We encourage, for the benefit of both the event organizer and Raleigh community members, that organizers use additional notification means such as social and broadcast media, local calendars and newspapers, etc.

POSTCARD INSTRUCTIONS (Mailed Notifications)

In order to comply with the City of Raleigh Event Notification Policies, event organizers have the option of mailing standardized postcards to affected community members provided they follow these guidelines:

Required Postcard Specifications:

- Postcard size: minimum 5.5" x 8.5"
- Paper Type: minimum 80# cover weight; blank ink on bright yellow paper (such as Astrobrights Lift-Off Lemon)
- Type of Mail: First class is recommended, but any service is permissible as long as the postcards are received by the community at least 4 weeks prior to the event date. Coordinate with USPS or a local mailing facility to determine the best method for your delivery.

Suggested Postcard Layout. Not to scale.

Postcards must contain:

- Header reading "Official Notice: Special Event Road Closure"
- Name of Event
- Sponsoring Organization(s)
- Date and timeframe of event
- Description of road closures (locations and times)
- Description of event and information about the noise impacts of event, such as music or fireworks, and their timeframe
- Name, email address, and phone number of event organizer
- Website associated with event
- The following statement must be printed on the postcard: "Information regarding this and other special event street closures can be found at www.raleighnc.gov/specialevents"

Required Proof of Notification:

- Submit your postcard template to the Special Events Office for approval at least 6 weeks prior to your event
- Submit a copy of your mailing receipt to the Special Events Office
- Submit either of the following:
 - o List of addresses contacted
 - o Map depicting the geographical boundaries of the area that received notifications

The diagram shows a yellow postcard layout with the following sections:

- Header:** OFFICIAL NOTICE: Special Event Road Closure
- Event Information:** Name of Event, Sponsored by: Sponsoring Organization, Date and Time of event, Event website link, Event description and noise impacts, for example "Live jazz music from 4pm – 6pm, fireworks show at 7pm".
- Logos:** Three grey boxes labeled "Logo or other information".
- Road Closures:** Associated road closures, including street names, specific blocks impacted, and timeframe.
- Contact:** Contact information for event organizer, including phone and email.
- Return Address:** Return Address, 123 Street Dr., City, State, Zip.
- Applicable Postage:** Applicable Postage.
- Additional Information:** Include additional information regarding the event, sponsors, and road closures as needed.
- Impacted Resident:** Impacted resident first and last name or current resident, 123 Street Dr., City, State, Zip.
- Footer:** Information regarding this and other special event street closures can be found at www.raleighnc.gov/specialevents. CHECK WITH USPS FOR REQUIRED BOTTOM SPACE ALLOWANCE.

Tips and Resources:

- To avoid getting returned postcards, add "or current resident" after the name of each recipient
- Have a sample printed piece be verified as "mailable" by the USPS before you pay to print all of your materials. To partake in this free service email a PDF to MDA@usps.com.
- Design a USPS compliant piece: www.usps.com/nationalpremieraccounts/planyourmailing.htm
- Consider Every Door Direct Mail for smaller events: www.usps.com/business/every-door-direct-mail.htm
- Contact the USPS: Eddie Goldberg, USPS Senior Mail Specialist, can assist event organizers as needed. Email: edward.j.goldberg@USPS.gov, Phone: 919-420-5161
- We can provide you with a list of vendors for mailing list providers and other services upon request

