



### Special Event Planning **Advertising of Event**

Please ensure that your special event application has been approved by the City before you begin promoting, marketing, or advertising your event. Conditional approval will be made after the event organizer submits the application and it is initially screened by City staff. Once a permit request has been approved, the City of Stockton would like to encourage you to utilize the following advertising tools to assist you with marketing your special event and making your event a success.

#### **City of Stockton Website:**

The City of Stockton offers you an opportunity to post your special event on our City website's Event Calendar.

If you go to <http://www.stocktongov.com/events/eventForm.html> and click on submit a community event, there is a step by step process on placing your event on the calendar.

#### **Street Poles/Banners:**

Street pole banners, in conjunction with permitted special events, can be temporarily installed on selected light poles within the downtown limits. The applicant must coordinate the installation with Community Service Department staff, and will be responsible of all associated fees.

#### **Outside Sources of Advertising:**

Listed below are additional organizations that may be able to assist you with advertising your special event.

##### Visit Stockton

B & M Building  
125 Bridge Place, 2nd Floor  
Stockton, CA 95202  
(209) 938-1555

##### Downtown Stockton Alliance

B & M Building  
125 Bridge Place, 3rd Floor  
Stockton, CA 95202  
(209) 464-5246