




Culture Fest, Caledon's Culture Days 2024. Photo courtesy: Town of Caledon, ON

**ENGAGE AND AMPLIFY: BUILDING
COMMUNITY SUPPORT FOR YOUR EVENT**

**CULTURE
DAYS**

TODAY'S SESSION:

- The current context for arts advocacy in Canada
 - How to increase your event's visibility through strategic communications
 - Ready-to-use and customizable messages to support your outreach
 - Letter Templates and Outreach Materials to invite an MP or community leaders to your Culture Days events
 - Question and Answer Period
- 



AUBREY REEVES

Business Arts - President & CEO

Aubrey joined Business / Arts as President and CEO in 2020, a role that continues her mission to see the arts and culture industry move sustainably into the future.

Aubrey has also worked with Culture Days, the Ontario Arts Council, Trinity Square Video, Dance Current Magazine and has served on the Boards of the Liaison of Independent Filmmakers of Toronto and Dreamwalker Dance Company.

A multi-disciplinary artist, she possesses a unique set of sensibilities that allow her to champion initiatives encompassing the perspectives of artists, audiences, cultural organizations and partners alike.

MERCEDES BLACKWOOD

Black Coffee Communications - Founder & Principal

Mercedes Blackwood is a brand clarity consultant specializing in helping organizations define and articulate their unique value proposition in a way that truly resonates with their target audiences.

Through her brand consultancy Black Coffee Communications Inc., she translates insights into effective connection strategies, empowering organizations to move from inspirational to impactful.



The current context for arts advocacy



Directive from the PMO to all Ministers



7.5%
Fiscal year
2026 - 27

All Ministers must find ways to reduce program spending by 7.5%



10%
Fiscal year
2027-28

All Ministers must find an additional 2.5% reduction.



15%
Fiscal year
2028-29

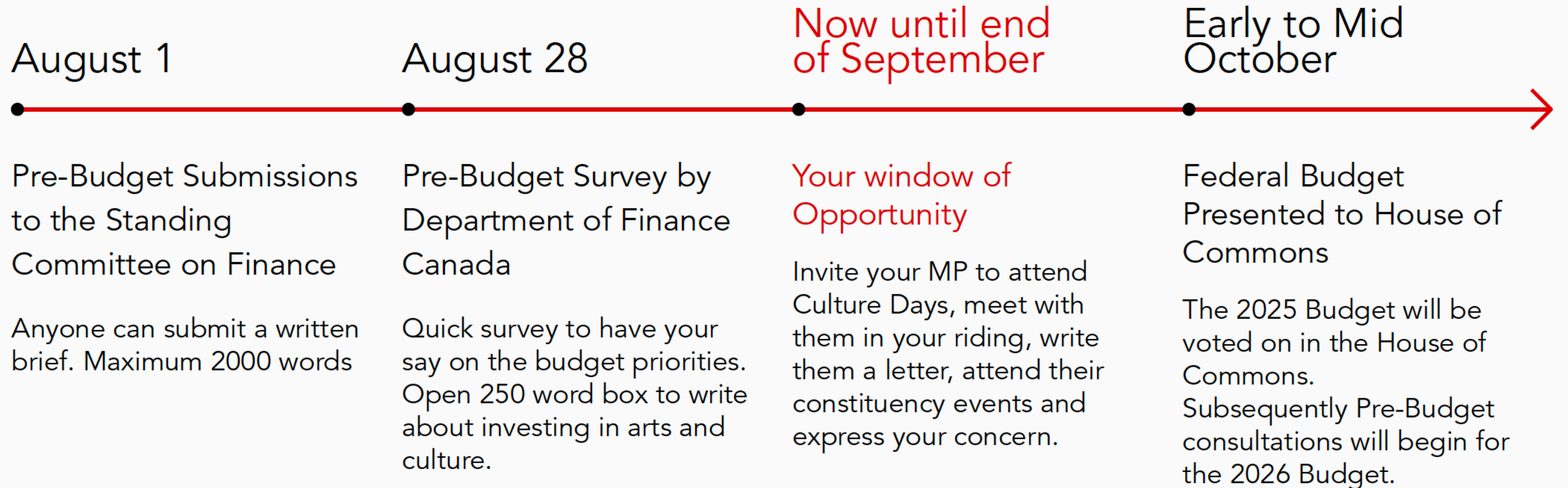
All Ministers must find an additional 5% reduction

The Treasury Board Secretariat's guidance highlights programs should be core to the federal mandate, while cuts should focus on streamlining, eliminating duplication, and on underperforming programs.

Implications for the Arts and Culture Sector

- Every Department will have tough choices to make, including Canadian Heritage and the Canada Council for the Arts. We don't know yet how they will make these decisions internally.
- Each Minister will have three budget recommendations they must link to the mandate letter.
- The arts must strongly link our message to the liberal party platform and the mandate letter priorities.
- Therefore, economic arguments are going to be critical. We need to demonstrate how the arts represent jobs in local communities and are a driver of Canada's economic growth.
- Additionally, arguments can be made for the arts' critical role in bolstering national identity, pride and social cohesion; thereby strengthening our sovereignty.

Federal Budget Timeline



MAKE THE CASE

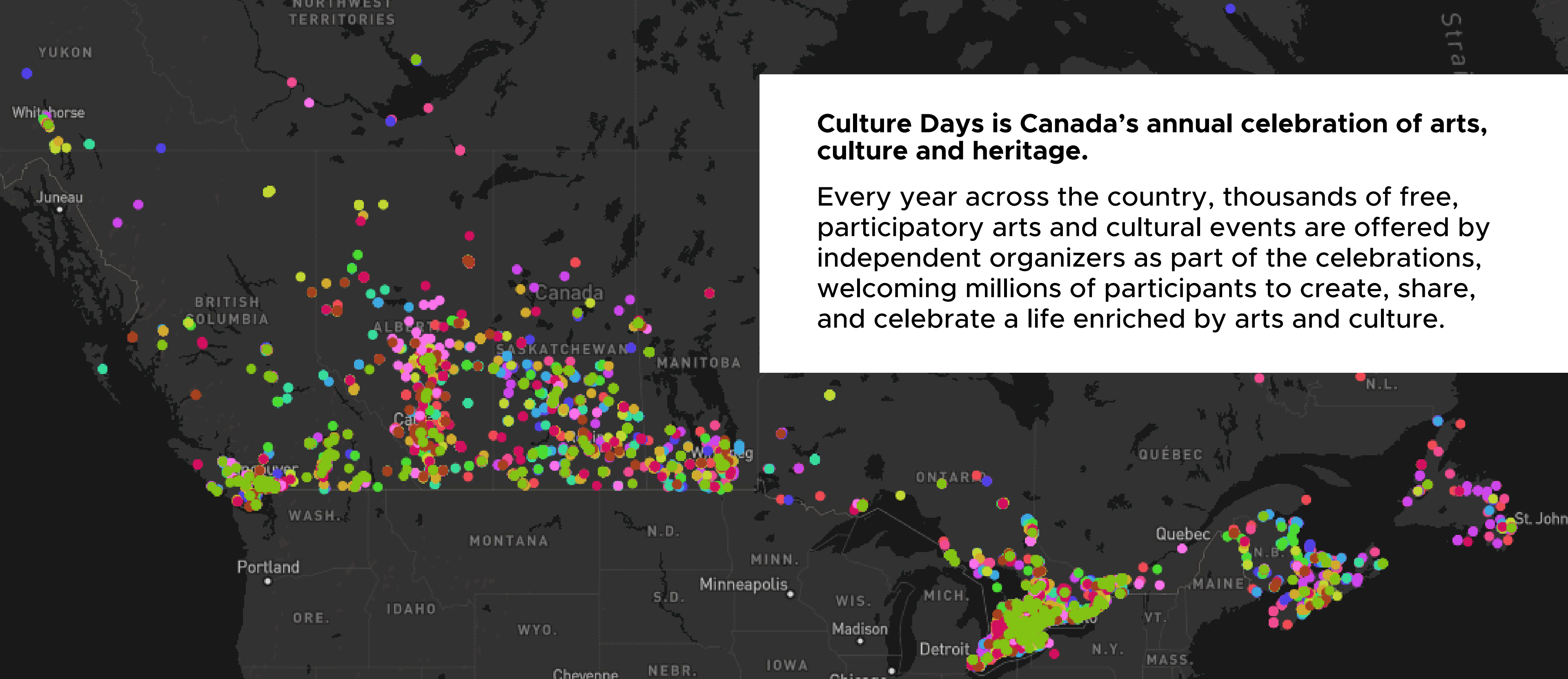
Advocacy for busy people!

We want you to make the case for the value of arts and culture:

- More often
- With greater success
- In less time

So we designed the site so that you can:

- Focus attention
- Filter content volume
- Simplify your advocacy actions



Culture Days is Canada's annual celebration of arts, culture and heritage.

Every year across the country, thousands of free, participatory arts and cultural events are offered by independent organizers as part of the celebrations, welcoming millions of participants to create, share, and celebrate a life enriched by arts and culture.

**CULTURE
DAYS**

SEPTEMBER 19 - OCTOBER 12, 2025
culturedays.ca



15 YEARS

55,000+ EVENTS

25M+ ATTENDEES

17,000+ ORGANIZERS

IN OVER 5,000 COMMUNITIES

Culture Days Campaign

Arts, Culture, Community.

Culture Days is Canada's largest public participation campaign for the arts and culture.

Culture Days is an opportunity to talk about the importance of artists and the arts and cultural sector, and why we should be vocal in promoting and protecting it.

Through the work of thousands of organizers, Culture Days also reflects current multi-level investment in Canada's social, economic, and cultural fabric, and the essential role that arts, culture, and heritage play in the vibrancy of our communities.

Culture Days Key Messages Guide

- Culture Days Key Dates
- Campaign Messaging
- General Messaging Options
- Keywords & Guiding Themes
- National Day for Truth & Reconciliation
- Visual Key Messaging & Anchors
- Stats & Figures



Culture Sketch Tour in Vernon. Presented by BC Culture Days Ambassador Shauna Kay. Vernon Museum. Photo by Mallory Gemmel.

Arts Sector Key Impact Areas:

Reference these when talking about the value of the arts and culture sector, your work, and initiatives like Culture Days.

Economic Recovery and Growth

- Stimulating and contributing to local, regional and national economies through cultural and creative industries.
- In 2022, Hill Strategies identified that the arts & cultural sector represented approximately 3% of the Canadian GDP, roughly the same as oil and gas extraction.
- In the first Quarter of 2015, culture accounted for over 16.5 billion towards Canada's GDP (Statistics Canada).
- Arts and culture sector employs over 850,000 — workforce larger than agriculture, forestry and fisheries combined (Statistics Canada/Canadian Arts Summit).

Arts Sector Key Impact Areas:

Reference these when talking about the value of the arts and culture sector, your work, and initiatives like Culture Days.

Social Cohesion and Collaboration: Cultural Impact

- Building stronger, more inclusive communities across the country.
- Increases cultural literacy and appreciation among people of all ages.
- Preserves and celebrates Canada's rich and diverse cultural heritage.
- Offers unique, hands-on learning experiences outside traditional settings.
- Inspires creativity and encourages participation among people of all ages and abilities.
- Connects communities with local cultural resources and history.

PARTICIPANTS REPORT THAT ATTENDING CULTURE DAYS HAS POSITIVELY IMPACTED THE FOLLOWING...



94%

Appreciation for arts and culture

91%

Pride and/or care for the community where they live

90%

Likelihood of including arts and culture in their social life

90%

Likelihood of seeking out nearby arts and culture events

88%

Overall sense of well-being

87%

Desire to be creative as a pastime or hobby

85%

Physical and/or mental health

80%

Likelihood of seeking arts and culture events outside their community

79%

Likelihood to involve children and family in arts and culture

TRC 2024; Lido Pimienta.
Lisa Sakulensky Photography

Arts Sector Key Impact Areas:

Reference these when talking about the value of the arts and culture sector, your work, and initiatives like Culture Days.

Shared National Identities, Social Impact, and Collective Well-Being

- Arts and culture sector works to protect Canadian sovereignty and strengthen national identities.
- Fosters community pride and belonging.
- Promotes inclusivity and intercultural understanding by showcasing diverse cultural expressions.
- Enhances quality of life and well-being through active participation in creative activities.
- A robust arts and culture sector, along with accessible opportunities for involvement, has a positive ripple effect, enhancing individual health and well-being while making a significant contribution to Canada's economy.



Arts Sector Key Impact Areas

A recent Culture Days 2023 survey reinforces these statements:

Over 80% of the 1,156 respondents:

- Believe that arts and culture enhance Canada's economy and quality of life, while also making Canada unique;
- Agree that arts and culture unite Canadians and foster meaningful community engagement;
- Assert that this sector helps build strong communities and creates new opportunities;
- Acknowledge that they promote cultural and social inclusion;
- Articulate that arts and culture play a crucial role in educating children and fostering cultural awareness.

Tips for Tailoring Messaging for Government Officials

Types of messaging designed to resonate with the specific mandates and priorities of different levels of government

National Level: Unifying Canada & Global Positioning

Focus: Strong national identities reflective of the country's cultural diversity and geographic scope, economic contributions to national GDP, international reputation, and alignment with national policy goals.

Provincial Level: Cultivating Provincial Identity & Economic Recovery

Focus: Provincial and regional identity, tourism, economic recovery, cultural heritage, community well-being across the province, regional development.

Tips for Tailoring Messaging for Government Officials/Community

Types of messaging designed to resonate with the specific mandates and priorities of different levels of government

Municipal Level: Strengthening Local Communities











Focus: Local engagement and tourism, community development (including revitalization) and participation, civic pride, accessibility, local economic benefits and contributions to provincial and national priorities.

Community Partners and Media

Focus: amplification by collaboration, local pride, well-being and engagement, local trends and identity, local development and growth

Culture Days Marketing Drive

culturedays.ca/dashboard > Tools > Marketing Materials > Marketing Drive

	1. Logos and Font
	2. Digital and Social Media
	3. Campaign Print Posters
	4. Outreach Materials
	5. DIY Swag
	6. Running Your Event Resources
	CultureDays_BrandGuidelines_2025 
	CultureDays_KeyMessages_2025 

- Ready-to-use and customizable messages to support your outreach
- Letter Templates and Outreach Materials to invite an MP or community leaders to your Culture Days events
- Culture Days Annual Campaign Assets (posters, animated videos, individual shapes, and more)

**ARTS.
CULTURE.
COMMUNITY.**

**CULTURE
DAYS**

SEPT 19 – OCT 12

- You can find all the Outreach Materials mentioned, as well as campaign assets and templates in the [Culture Days Marketing Drive](#)
- Access free event planning and promotion resources at culturedays.ca/resources
- Register events before July 31st to access more promotional benefits
- Registration is free by creating a Culture Days account at culturedays.ca/dashboard
- Sign up for our newsletters to stay up to date at culturedays.ca/newsletter
- Join our [Upcoming Webinar: Promoting Your Events](#)



CONNECT

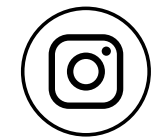
Connect with the Culture Days Network:



[culturedays.ca/newsletter](mailto:info@culturedays.ca)



info@culturedays.ca



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Canada's celebration of arts,
culture and heritage.

SEPT 19—OCT 12, 2025

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