

# CULTURE DAYS 101 INFO SESSION

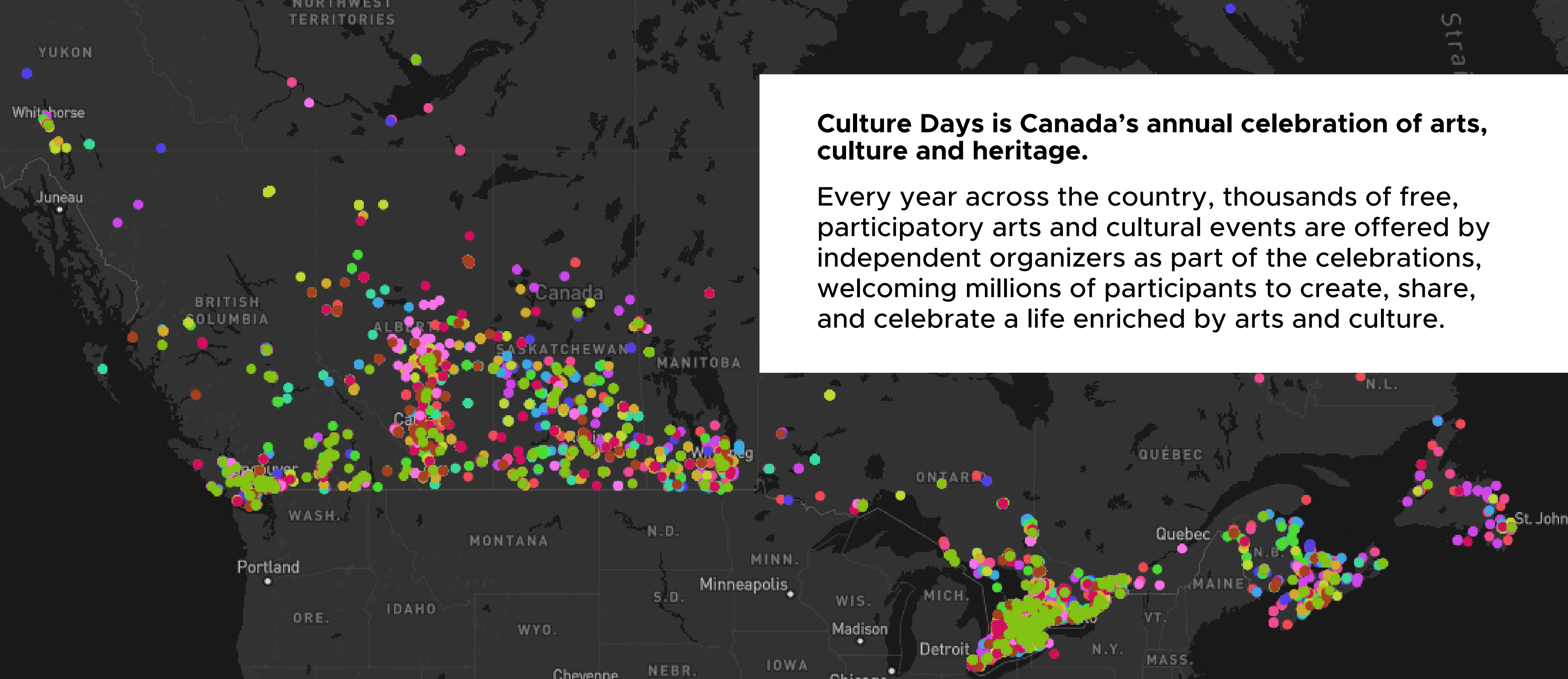


SEPTEMBER 19 - OCTOBER 12, 2025  
[culturedays.ca](http://culturedays.ca)



# WHAT WE'LL COVER TODAY:

- Culture Days Overview
  - Event Eligibility
  - How to Register Events
  - Dashboard Tools
  - Culture Days Marketing Drive
  - Top Participating Communities
  - Cross-Canada Event Highlights
  - Regional Contacts
- 



**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](http://culturedays.ca)



**15 YEARS**

**55,000+ EVENTS**

**25M+ ATTENDEES**

**17,000+ ORGANIZERS**

**IN OVER 5,000 COMMUNITIES**

# HISTORY & PURPOSE

Culture Days was initiated in 2010 by the Canadian Arts Summit, made up of some of Canada's largest arts organizations, and was inspired by the success of Québec's Les Journées de la culture weekend.

## → FOSTER

an appreciation and support of the artistic and cultural life that is lived, created and expressed across the country in urban, suburban, and rural areas alike;

## → PROMOTE

direct interaction between creators and the public, as a key to increasing understanding and appreciation of art and culture

## → AFFIRM

that every person is the guardian of the cultural life of her, his, or their community.



Toronto Symphony Orchestra Open House, Toronto, ON, 2024  
Photo by Allan Cabral

# WHO PARTICIPATED IN 2024?

Anyone can organize an event and participate in Culture Days! From grassroots community volunteers, public libraries, and independent artists and collectives to major arts, culture, heritage institutions, specialty festivals, and municipalities—everyone is invited to participate!

INDIVIDUAL OR COMMUNITY ORGANIZERS

FESTIVALS OR MAJOR EVENTS

AMATEUR ARTISTS

SCIENCE OR TECHNOLOGY ORGANIZATIONS

COMMUNITY GROUPS OR CENTRES

HERITAGE OR HISTORIC ORGANIZATIONS

ARTIST COLLECTIVES, STUDIOS, OR GUILDS

MEDIA OUTLETS

BUSINESSES OR BUSINESS ASSOCIATIONS

MUSEUMS OR ARCHIVES

COMMERCIAL ART GALLERIES

MUNICIPALITIES OR LOCAL GOVERNMENTS

TOURISM ASSOCIATIONS OR BUREAUS

LOCAL ARTS COUNCILS

CHARITABLE OR ADVOCACY ORGANIZATIONS

PROFESSIONAL ARTISTS

ARTIST-RUN CENTRES

ARTS EDUCATION ORGANIZATIONS

CULINARY OR AGRICULTURAL ORGANIZATIONS

UNIVERSITIES OR COLLEGES

CULTURAL, MULTICULTURAL, OR INTERCULTURAL ASSOCIATIONS

ELEMENTARY OR SECONDARY SCHOOLS

PROVINCIAL GOVERNMENTS

SELF-EMPLOYED COMMUNITY OR CULTURAL WORKERS

LIBRARIES

PERFORMING ARTS COMPANIES OR ORGANIZATIONS

PUBLIC ART GALLERIES

INDIGENOUS ORGANIZATIONS OR FRIENDSHIP CENTRES

AND MORE!

# A COLLECTIVE CAMPAIGN

**700M+ ANNUAL  
MEDIA IMPRESSIONS**

***Experienced Locally,  
Celebrated Nationally***



Nuit Blanche Winnipeg, MB, 2024  
Photo credit: Red Photo Co,  
Exchange District BIZ

# EVENT ELIGIBILITY

1. The arts and culture event is participatory in nature.
2. It takes place during the designated Culture Days event run, **September 19th - October 12th, 2025.**
3. It is registered on the Culture Days website.
4. It must be free for the public to attend (or Pay-What-You-May).



**CULTURE  
DAYS**

# NATIONAL DAY FOR TRUTH AND RECONCILIATION

On September 30, the National Day for Truth and Reconciliation, Culture Days highlights activities led by First Nations, Métis, and Inuit organizers, as well as events that engage with themes of Truth and Reconciliation.

These offerings seek to acknowledge our shared histories and promote a better understanding of reconciliation through meaningful engagement.

*Since 2021, there have been hundreds of events hosted for the National Day for Truth & Reconciliation as part of Culture Days.*

Visit our [National Day for Truth & Reconciliation Resource](#)



TRC 2024; Tanya Tagaq with the Royal Conservatory Orchestra. Lisa Sakulensky Photography

# HOW TO REGISTER MY EVENTS?

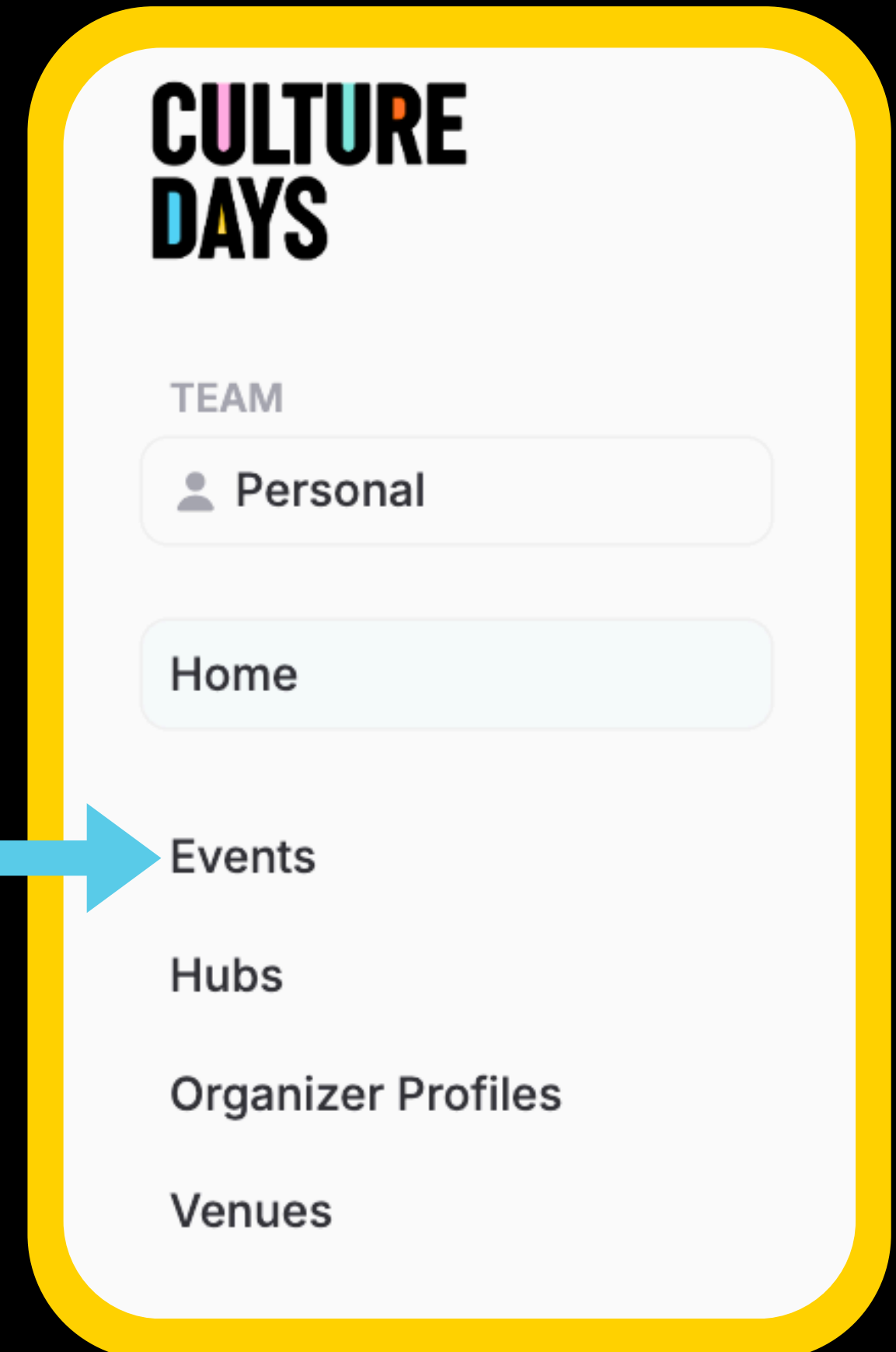
[culturedays.ca/dashboard](https://culturedays.ca/dashboard) > Events

## Culture Days Dashboard:

- Register and manage your events
- Create or join Hubs (grouped by theme, location, or team)
- Create Organizer Profiles for easy autofill
- Set up Venue Profiles to reuse location info
- Save drafts and edit anytime

## Registering Your Event:

- Click “Events” in the left-hand menu
- Fill in title, description, date/time, location, etc.
- Choose the format that best matches the overall structure of your event
- Publish
- Review > Live!



Download the [Step-by-step Guide to Event Registration](#) from your Dashboard homepage.



# RSVPs & Publishing Your Events

Enable RSVPs

Saturday, Sep 20, 11:00 AM – 3:00 PM ×

Start \* End \*

×  ×

Capacity Registration Deadline

Maximum registrants. Leave blank to allow unlimited registrations. Allow registrations until this date. Leave blank to allow registration up to the start of the event.

📅

**DRAFT > PUBLISH > QUEUE > EVENT LISTING IS LIVE!**

Carving and Printing Birds with Lino!  
The Sierra Collective

Draft

Carving and Printing Birds with Lino!  
The Sierra Collective

Published

ExpressArte by Mujeres Omega  
Foundation (Edmonton, AB) Photo  
credit: Creator Studio and Venue YEG


▼ Social Media Graphics

Download ready-made promotional graphics for your event to share online. [Details](#) ▼

Layout Image

Timeslot Panel Colour Language

Sat, Sep 20, 11:00 a.m. - 3:00 p.m.  EN  FR



Sep 20, 11:00 a.m. - 3:00 p.m.

**CARVING AND PRINTING BIRDS WITH LINO!**

Organized by **The Sierra Collective**

**Allan Gardens Conservatory**  
Toronto, ON

**CULTURE DAYS**

# DASHBOARD TOOLS

[culturedays.ca/dashboard](https://culturedays.ca/dashboard) > Tools

- Collections
- Marketing Materials > Culture Days Marketing Drive
- **Social Graphics**
- Embed Widgets



Sep 20, 11:00 AM - 3:00 PM

**CARVING AND PRINTING BIRDS WITH LINO!**

Organized by **The Sierra Collective**

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Toronto, ON

**CULTURE DAYS**

# CULTURE DAYS MARKETING DRIVE

[culturedays.ca/dashboard](https://culturedays.ca/dashboard) > Tools > Marketing Materials > Marketing Drive

## ACCESS AND DOWNLOAD FREE CUSTOMIZABLE MARKETING AND PROMOTION MATERIALS:

- Posters
- Social Media packages
- DIY Swag templates
- Press Release templates
- Branding Design Guide
- Outreach materials
- Multi-lingual templates

- 1. Logos and Font
- 2. Social Media
- 3. Campaign Posters
- 4. Media Relations Template
- 5. Outreach One-Pager
- 6. DIY Swag
- 7. Mayor's Municipal Proclamation Template
- 8. Running Your Event Resources
- CultureDays\_BrandGuidelines\_2024.pdf



CULTURE DAYS 2024 IN NUMBERS:

**3 WEEKS**

**4,000+ EVENTS**

**350+ COMMUNITIES**

**5M ATTENDEES**

**1,500+ EVENT ORGANIZERS**

## TOP MOTIVATIONS FOR ATTENDING CULTURE DAYS:

**55% EVENTS ARE FREE TO ATTEND**

**53% I GET TO EXPERIENCE SOMETHING NEW**

**42% LEARNING MORE ABOUT THE ART AND THE ARTISTS**

**34% BEING INVOLVED IN MY COMMUNITY**

**33% LEARNING MORE ABOUT OTHER CULTURES**

**22% SPENDING TIME WITH MY FAMILY AND FRIENDS**

**20% SUPPORTING A SPECIFIC ARTIST OR ORGANIZATION**



We are Kerr Artist Workshop with Maryna Salagub, Oakville, ON. Photo by Jenna Centra

**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

# TOP PARTICIPATING COMMUNITIES

Each year, Culture Days recognizes communities from across the country for their dedication and efforts with the Top Participating Communities listing.

Hailing from large urban centres, towns, and rural areas alike, each community is a recognized champion of arts, culture, and creativity.

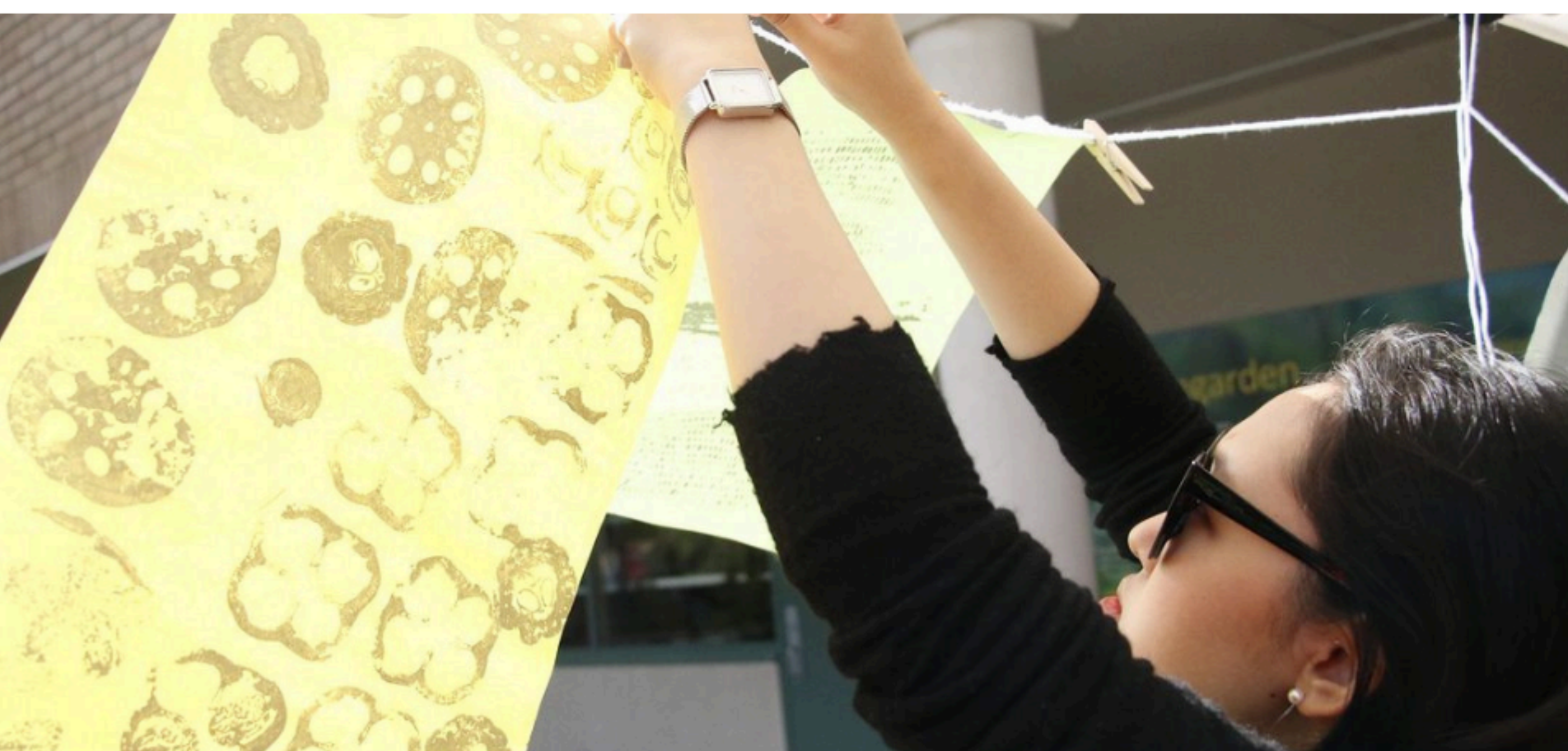




Oakville Hub Culture Days. Oakville, ON, 2024.  
Town of Oakville



**Plein Air Painting, Musical Bus Ride, and Creative Pictou County Art Crawl. Pictou County, Nova Scotia, 2024.  
Creative Pictou County**



**Play With Your Food! Printmaking Workshop with Marlene Yuen. Richmond, BC, 2024.  
Richmond Art Gallery**



**Buried Bones 'Excavate our Mock Dig Site'. Whitehorse, Yukon, 2023.  
Yukon Beringia Interpretive Centre**



**Parol 'Filipino Star Christmas Lantern' Making. Yorkton, Saskatchewan, 2024.  
Culture Days Yorkton and the Parkland Filipino-Canadian Association Corp**

# PROVINCIAL OFFICES & REGIONAL NETWORKS



## BRITISH COLUMBIA

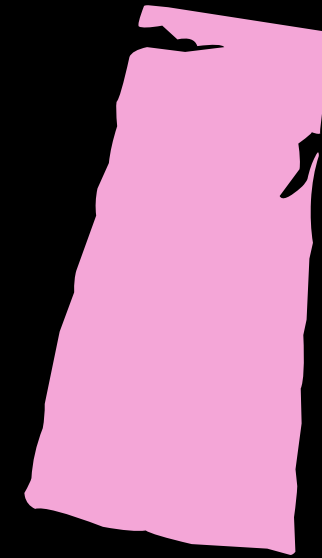
- Local networks
- Regional partners
- Ambassador Program

### CONTACTS:

**Nazanin Shoja, Program Director**  
**BC Culture Days**  
nazanin.shoja@culturedays.ca

**Mallory Gemmel**  
**Communications Coordinator and**  
**Program Assistant**  
mallory.gemmel@culturedays.ca

[CULTUREDAYS.CA/BC](http://CULTUREDAYS.CA/BC)



## SASKATCHEWAN

- Administered by SaskCulture
- Local networks
- Regional partners & Hubs
- SaskCulture Hub Sponsorship

### CONTACT:

**Jackie Ledingham,**  
**Communications Consultant**  
**SaskCulture**

jledingham@saskculture.ca

[CULTUREDAYS.CA/SK](http://CULTUREDAYS.CA/SK)  
[SASKCULTURE.CA](http://SASKCULTURE.CA)

# PROVINCIAL OFFICES & REGIONAL NETWORKS



## MANITOBA

- Local networks
- Regional partners
- Nuit Blanche Winnipeg
- School Days Programming

### CONTACT:

**Kurt Tittlemier, General Manager**  
Culture Days Manitoba  
Nuit Blanche Winnipeg

[kurt.tittlemier@culturedays.ca](mailto:kurt.tittlemier@culturedays.ca)

[CULTUREDAYS.CA/MB](https://culturedays.ca/mb)



## ONTARIO

- Local networks
- Regional partners & Hubs
- Creatives in Residence

### CONTACT:

**Ontario Culture Days**  
General inquiries

[outreach@onculturedays.ca](mailto:outreach@onculturedays.ca)

[CULTUREDAYS.CA/ON](https://culturedays.ca/on)  
[ONCULTUREDAYS.CA](https://onculturedays.ca)

# PROVINCIAL OFFICES & REGIONAL NETWORKS



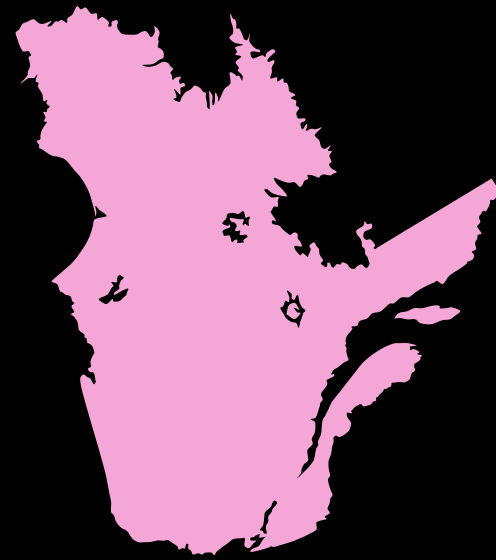
## ALBERTA

- Provincial Alberta Culture Days runs the whole month of September
- Alberta Culture Days Grant Program
- Additional events listing

### CONTACT:

[albertaculturedays.gov.ab.ca](http://albertaculturedays.gov.ab.ca)

[ALBERTA.CA/ALBERTA-CULTURE-DAYS](http://ALBERTA.CA/ALBERTA-CULTURE-DAYS)



## QUEBEC

- Les Journées de la culture, produced by 'Culture pour tous'
- 3-day provincial celebration
- Separate events listing

### CONTACT:

**Victoria Drumi-Grudco**

[victoriadrumi@culturepourtous.ca](mailto:victoriadrumi@culturepourtous.ca)

[journesdelaculture.qc.ca](http://journesdelaculture.qc.ca)

A map of Canada where the Northern Territories and Atlantic Provinces are highlighted in red. The rest of the country is shown in a light grey color.

# NORTHERN TERRITORIES AND ATLANTIC PROVINCES

- Celebrations in these regions are supported by less formalized networks
- Get in touch with us at the National office to learn more about connecting with other organizers and planning events for Culture Days!

[INFO@CULTUREDAYS.CA](mailto:INFO@CULTUREDAYS.CA)

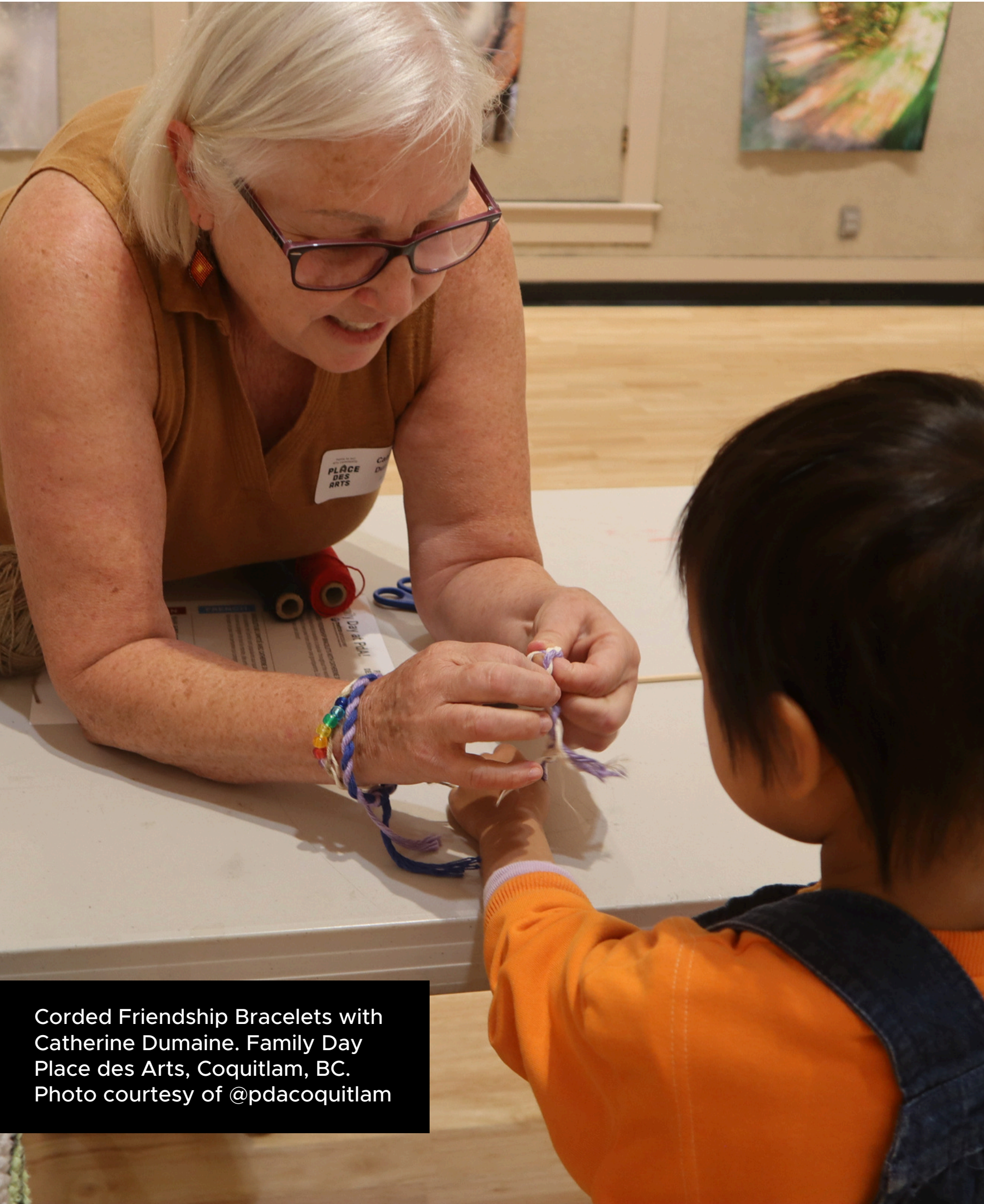
**ARTS.  
CULTURE.  
COMMUNITY.**

**CULTURE  
DAYS**

**SEPT 19 – OCT 12**

## **Create a Culture Days account at [culturedays.ca/dashboard](https://culturedays.ca/dashboard)**

- Event registration is now open!
- Register events before July 31<sup>st</sup> to access more promotional benefits.
- Over the Summer, we will offer featuring promo tips and how-to guidance for using many of the digital tools and templates available.
- Access free event planning and promotion resources at [culturedays.ca/resources](https://culturedays.ca/resources)
- Sign up for our newsletters to stay up to date at [culturedays.ca/newsletter](https://culturedays.ca/newsletter)



Corded Friendship Bracelets with Catherine Dumaine. Family Day Place des Arts, Coquitlam, BC. Photo courtesy of @pdacoquitlam

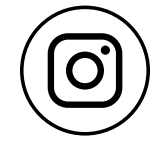
# THANK YOU!



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



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



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