



WEBINAR

PROMOTING YOUR EVENTS: MARKETING & MEDIA STRATEGIES

SEPTEMBER 19 - OCTOBER 12, 2025

**CULTURE
DAYS**

Fresh Beats Rhythm Parade 2023
Deep Roots Music Cooperative
Kings County, NS. Photo by Bruce Dienes



Collingwood Art Crawl. Collingwood, ON
Photo courtesy @experience.collingwood



Marion Webber Open Studio: Celebrating 30 Years of Art! Richmond, BC
Photo courtesy Marion Webber

What is Culture Days?

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

Every year, thousands of free and PWYM arts and cultural events take place across the country. Welcoming millions to create, share, and celebrate a life enriched by arts and culture.

**CULTURE DAYS 2025:
SEPTEMBER 19 – OCTOBER 12**

Who can participate?

Anyone! From grassroots volunteers, libraries, and independent artists to major institutions, festivals, and municipalities — everyone is invited to join the celebrations.

How to participate?

You participate in Culture Days by organizing a free or PWYM, arts, culture or heritage-focused event during the Culture Days dates and registering it on the Culture Days event registration system.

REGISTERING YOUR EVENTS

- Find a [step-by-step guide](#) to event registration culturedays.ca/dashboard





Dashboard Registration Tools

Enable RSVPs

If you would like to collect sign-ups or registrants for your events, activate our system's RSVPs during event registration and allow attendees to sign-up/reserve a spot to your event through your Culture Days event page.

- You can set a limit for registrants, and view or manage registrations.
- In the Events tab in your Dashboard, you can set up RSVPs when you create the event. In the Events tab, choose the event, and click on Edit., as well as a registration deadline.
- Once you Save and Publish the event, you will receive email notifications whenever someone registers using the RSVP tool.

Dashboard Registration Tools

Eventbrite Import

- Alternatively, if you are already using the platform Eventbrite to collect registrations, you can connect it to your Culture Days event listing and import details from Eventbrite to auto-populate your Culture Days event form.
- You also have the option to embed checkout so visitors can register or reserve tickets without leaving the Culture Days website.





Dashboard Registration Tools

Support your event promotion and management directly from your Culture Days dashboard.

Embed Widgets

- To add a widget to your website, first go to the 'Embed Widgets' tab on the left-side menu of your Dashboard. At the top of the page, you will find detailed instructions on how to copy and add the code of each published event or Hubs.
- You do this by copying the embed code and clicking the "Copy snippet" button, then pasting it into your webpage where you want the widget to appear.

A collective campaign

Experienced Locally, Celebrated Nationally

15 YEARS

55,000+ EVENTS

25M+ ATTENDEES

17,000+ ORGANIZERS

5,000+ COMMUNITIES



Public engagement campaign

Culture Days is an opportunity to collectively showcase the arts, culture, and creativity in communities across Canada, and to amplify their impact and value.

Leverage the Culture Days campaign

Align Your Messaging. Link your event's messaging and promotions with the Culture Days' campaign to highlight arts and culture's value.

Culture Days Marketing Drive:

- Culture Days Key Messages 2025 (DOC & PDF)
- Outreach One-Pager (PDF)
- MP Outreach Letter Template (DOC)
- Culture Days 101 Info Deck (PDF)
- Press Release + Media Advisory Templates (PDF & DOC)





Amplify your reach with Culture Days tools

Target Your Reach. Use event tags (art form, language, theme, accessibility) to connect with your desired audiences.

Be Found on the Map. Take advantage of the geo-location map at culturedays.ca/events so nearby audiences can easily find your events.

Create Event Hubs. Group events by theme, location, or shared community to increase visibility and encourage attendance.

- Find a [step-by-step guide](https://culturedays.ca/dashboard/hubs) at culturedays.ca/dashboard/hubs



Join the campaign

Once your event is registered and published, you'll get access to a variety of marketing assets in your Dashboard at culturedays.ca/dashboard.

Using these materials connects your event to both the Culture Days national and regional campaigns.

Whether you use ready-made assets or customize templates, you can tailor promotions to fit your unique events and community!

Making the Campaign Your Own



Brantford Culture Days on the Trails, ON
Photo courtesy the City of Brantford



Glass Mosaics at Art. Now/Craft Is...Saskatoon, SK
Photo courtesy of Saskatchewan Craft Council

Making the Campaign Your Own



Slavik - Slovak Folklore Society Dance Workshop in Vancouver, BC
Photo courtesy of Slovak School in Vancouver



Passport Printmaking with Jacquie Sullivan. Scugog Arts, Port Perry, ON. Photo by @jacquieprints

culturedays.ca/dashboard >
Tools > Marketing Materials >

Culture Days Marketing Drive

- Ready-to-post promotional assets
- Customizable Digital and Social Media Graphics
- Canva Templates
- Animated Frames
- Multilingual Assets
- Campaign Print Posters
- DIY Swag
- Outreach Templates

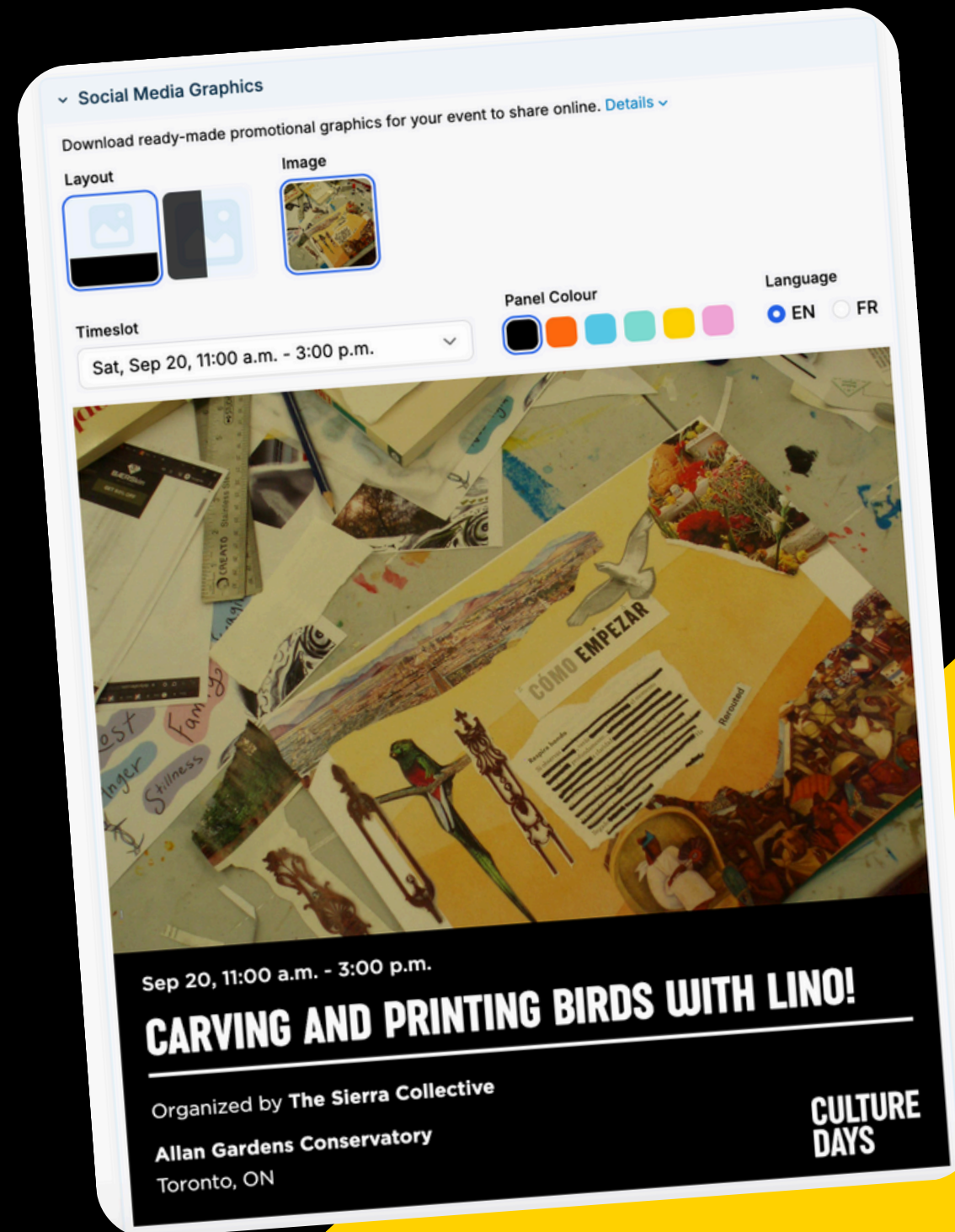


culturedays.ca/dashboard >
Tools > Manage & Promote >

Social Graphics

Create ready-made promotional graphics for your event directly from your dashboard.

1. Choose layout
2. Select size – 3×4 or 9×16
3. Select Timeslot
4. Add an image from your published event
5. Pick your panel colour
6. Select language (EN or FR)
7. Download and share online



[Culture Days Marketing Drive >](#)
[Digital & Social > Social Media Template Links >](#)

Canva Templates

You can add your own photos and event information to any of these Culture Days templates in Canva!

1. Click on a link in the “1. Social Media Template Links (Canva)” document to open template of your choice
2. Click File > Make a Copy
3. Edit the design and make it your own!

Note: You will NOT need to request edit access in Canva. You will be able to edit this template by clicking “File” at the top left, then “Make a copy.”



Online Accessibility

Accessible content helps your message reach more people and your online promotions are inclusive and accessible.

- Check contrast & colour – use WebAIM’s Contrast Checker to ensure text is readable.
- Choose accessible fonts – sans serif fonts are preferred for graphics.
- Add alternative text (alt text) to describe images for screen readers.
- Include image descriptions in captions to make visual content accessible to all audiences.

“Who Can Experience My Post? An Accessibility Guide to Everyday Social Media

Developed in collaboration with Yasmeen Nematt Alla



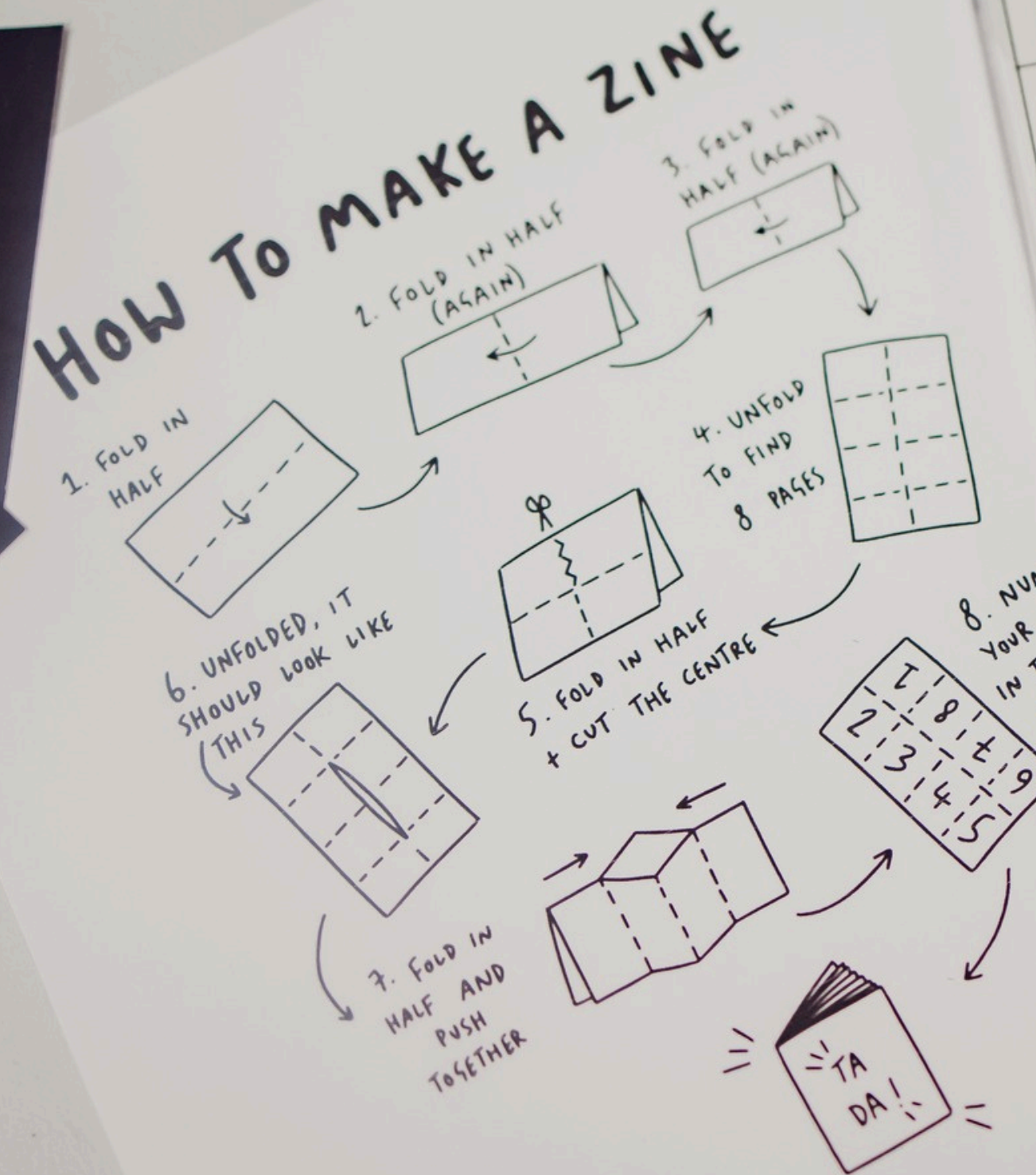
Social Media Engagement

Practices

- Monitor your own feed, what are your followers sharing, talking and posting about?
- If possible, use a social calendar tool to plan content and schedule it in advance
- Reply to comments and private messages to increase engagement

Content ideas

- Diversifying the format (reel, video, photos) of your messages allows you to reach more audiences
- Explore interactive content such as post polls and questions



We encourage you to connect with us, and our regional partners via social media – before, during, and after Culture Days to help showcase your events!

Connecting via @culturedays

- Share your best photos & videos from your events
- Use the key visual guide and hashtags to connect with the national campaign
- Consider collaborative posts with your event partners to amplify your posts
- Tag Culture Days regions to extend your reach even further
- Repost relevant Culture Days content



Parol (Filipino Star Christmas Lantern) Making with the Parkland Filipino-Canadian Association in Yorkton, SK.

How to tap into local media and community networks

Carrot (the offer)

1

What's special, unique, rare, novel or transformative about your event, class, workshop, experience, etc?

Relate it (tie it together)

3

Using your carrot and what you know about your audience, what's the best way to describe and talk about your event so they'll be interested? How can you remove barriers to "no"?

Audience (your fans)

2

Who does your offer appeal to? Who/what kind of person would be interested? There are those fans who exist already and those who could be, if only they knew about you.

Expand and collaborate

4

What like-minded organizations and individuals could you work with to spread the word and promote participation?

Arts coverage overview

blogTO



Introduction to Encaustic Painting; A Interactive Demo - Culture Days Event

Diljit Dosanjh Will Make History as the First Artist on the Cover of Billboard Magazine in Canada

The first print edition of Billboard Canada will feature exclusive photos of the Punjabi superstar, plus behind-the-scenes images and stories from his history-making Dil-Luminati tour. The special edition will be available individually or as a box set featuring four different covers, including one surprise edition as part of a global Billboard initiative unveiled this December.

By Billboard Canada | Oct 18, 2024



Artists completely transform Toronto home set for demolition

It'll be a tear-down, but not before it's a canvas for a team of artists

CBC News · Posted: Aug 10, 2024 5:00 AM EDT | Last Updated: August 10, 2024



How to build an eclectic collection of works by emerging artists

CONTENT FROM: ONTARIO ARTS AND CULTURE REPORT
PUBLISHED OCTOBER 4, 2024



Jessica Frances Grégoire Lancaster, *Along 31*, 2023. Reverse oil painting on glass, 16x20 in. COURTESY, TROTTER&SHOLER (NEW YORK)/ART TORONTO

Consuming arts and culture is good for people's health, new research finds

A study out of the U.K. has found that taking in the arts boosts people's well-being and saves society money

BY GAIL JOHNSON



Belle Spirale Dance Project. Photo by Four Eyes Portraits

Key Dates and Reminders

- Culture Days - Public Engagement Campaign
August - October 2025
- Culture Days Event Period:
Friday, September 19 to Sunday, October 12, 2025
- National Day for Truth and Reconciliation:
Tuesday, September 30, 2025
- Event registration is open until a day before
Culture Days begins
Thursday, September 18, 2025

**ARTS.
CULTURE.
COMMUNITY.**

**CULTURE
DAYS**

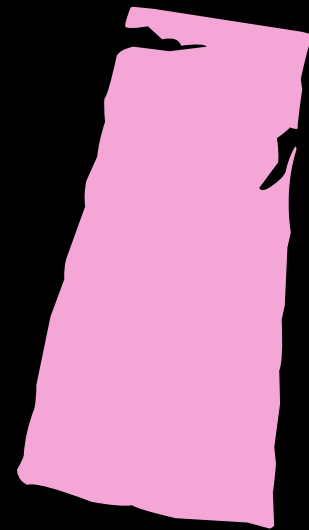
SEPT 19 – OCT 12

REGIONAL NETWORKS



BRITISH COLUMBIA

CULTUREDAYS.CA/BC
[@BCCULTUREDAYS](https://www.instagram.com/BCCULTUREDAYS)



SASKATCHEWAN

CULTUREDAYS.CA/SK
SASKCULTURE.CA
[@CULTUREDAYS_SK](https://www.instagram.com/CULTUREDAYS_SK)



YUKON

CULTUREDAYS.CA/YT
[@TRAVELYUKON](https://www.instagram.com/TRAVELYUKON)



MANITOBA

CULTUREDAYS.CA/MB
[@MBCULTUREDAYS](https://www.instagram.com/MBCULTUREDAYS)



ONTARIO

ONCULTUREDAYS.CA
[@ONCULTUREDAYS](https://www.instagram.com/ONCULTUREDAYS)

REGIONAL NETWORKS



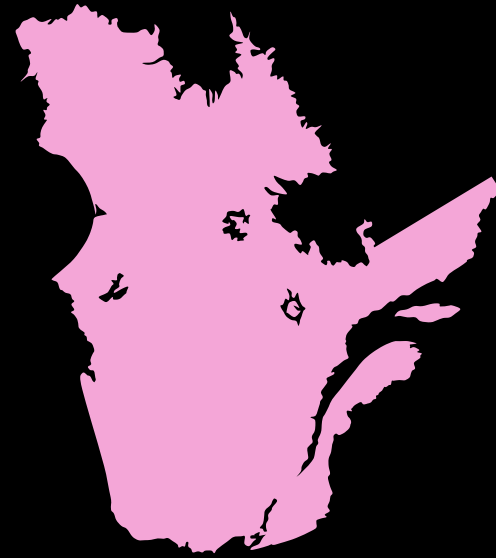
ALBERTA

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

CONTACT:

albertaculturedays.gov.ab.ca

ALBERTA.CA/ALBERTA-CULTURE-DAYS



QUEBEC

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

CONTACT:

journesdelaculture.qc.ca



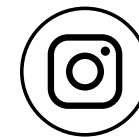
CONNECT



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



info@culturedays.ca



[@culturedays](https://www.instagram.com/culturedays)



[@CultureDays](https://twitter.com/CultureDays)



[Culture Days | Fête de la culture](https://www.facebook.com/CultureDays)



[Culture Days | Fête de la culture](https://www.linkedin.com/company/CultureDays)