15 YEARS
50,000+ EVENTS
20M+ ATTENDEES
16,000+ ORGANIZERS
IN OVER 5,000 COMMUNITIES

CULTURE
DAYS

SEPTEMBER 20 - OCTOBER 13, 2024
culturedays.ca



FÊTE DE LA CULTURE DAYS

Culture Days is an annual, National Celebration of arts, culture, and creativity in Canada.

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.

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 Journees 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.



Arts Commons, Calgary, AB, 2023
Photo by Gavin Jones

CULTURE DAYS ENCOURAGES THE PUBLIC TO DISCOVER AND CHAMPION THE IMPORTANCE OF ARTS AND CULTURE IN THEIR COMMUNITIES, AND INSPIRE YEAR-ROUND SUPPORT OF LOCAL ARTISTS, CREATORS, AND ORGANIZATIONS.

WHO PARTICIPATED IN 2023?

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!

- MUNICIPALITIES/LOCAL GOVERNMENTS
- PERFORMING ARTS ORGANIZATIONS
- LIBRARIES
- COMMUNITY GROUPS AND CENTRES
- CHARITABLE AND ADVOCACY ORGANIZATIONS
- PROFESSIONAL ARTISTS
- MUSEUMS
- AMATEUR ARTISTS
- HERITAGE AND HISTORIC ORGANIZATIONS
- PUBLIC ART GALLERIES
- ARTIST COLLECTIVES, STUDIOS, AND GUILDS
- COMMUNITY ORGANIZERS
- ARTS EDUCATION ORGANIZATIONS
- CULTURAL, MULTICULTURAL AND INTERCULTURAL ASSOCIATIONS
- TOURISM ASSOCIATIONS OR BUREAUS
- FESTIVALS/MAJOR EVENTS
- ARTIST-RUN CENTRES
- COMMERCIAL ART GALLERIES
- INDIGENOUS ORGANIZATIONS AND FRIENDSHIP CENTRES
- UNIVERSITIES AND COLLEGES
- LOCAL ARTS COUNCILS
- ELEMENTARY AND SECONDARY SCHOOLS
- FIRST NATIONS OR FIRST NATIONS COUNCILS

WHAT IS A CULTURE DAYS EVENT?

1. The arts and culture event is participatory in nature.

2. It takes place during the designated Culture Days event run, **September 20th - October 13th, 2024.**

3. It is registered on the Culture Days website.

4. It must be free for the public to attend (or Pay-What-You-May).

EVENT REGISTRATION WILL OPEN MAY 2024

Create an Account to get started

NATIONAL DAY FOR TRUTH AND RECONCILIATION

Culture Days has set September 30th aside to create space exclusively for events organized to commemorate the National Day for Truth & Reconciliation, including those aimed at sharing First Nations, Métis, and/or Inuit experiences and perspectives, while honouring and celebrating the creative and cultural expressions and contributions of Indigenous people and communities.

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



Truth & Reconciliation Concert
at Koerner Hall, Toronto, 2023
Photo by Lisa Sakulensky

CULTURE DAYS 2023

3 WEEKS 3,000+ EVENTS

300+ COMMUNITIES

1,200+ ORGANIZERS

4.4M ATTENDEES



Nuit Blanche Saskatoon, SK, 2023
Photo by Jae Kim

2023

4.4 MILLION ATTENDEES

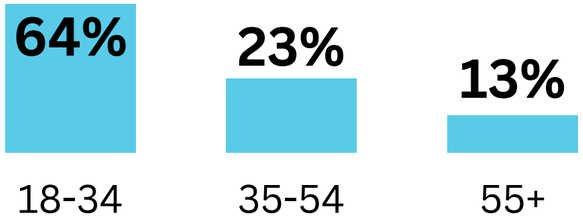
2019

2 MILLION ATTENDEES

AS A RESULT OF PARTICIPATING IN CULTURE DAYS 2023, ORGANIZERS REPORTED:

- 88% satisfied with attendance to their events.
- 34% experienced similar attendance compared to 2022, with a further 36% reporting a marked increase.
- 85% felt satisfied in attracting and engaging with new communities and audiences through their events.
- 61% positive impact on their ability to form new partnerships, collaborations and expand their networks.
- 56% increased the diversity of their audiences, and their ability to reach new audiences.

CULTURE DAYS AUDIENCES



40% identify as Visible Minorities and/or First Nations, Inuit, Métis

38% identify as having Newcomer or Immigrant status

80% OF ATTENDEES DO AND ARE OPEN TO MAKING DONATIONS DIRECTLY AT CULTURE DAYS EVENTS

AS A RESULT OF ATTENDING CULTURE DAYS, PARTICIPANTS REPORT INCREASED:

95% APPRECIATION FOR ARTS AND CULTURE

93% PRIDE AND/OR CARE FOR THE COMMUNITY WHERE I LIVE

91% LIKLIEHOOD TO VOLUNTEER FOR AN ARTS/CULTURE ORGANIZATION

89% LIKELIHOOD TO SPEND MORE MONEY ON ARTS AND CULTURE

89% LIKLIEHOOD TO DONATE TO AN ARTS/CULTURE ORG IN NEXT YEAR

84% DESIRE TO CONTRIBUTE TO TRUTH AND RECONCILIATION

83% LIKELIHOOD TO INCLUDE ARTS/CULTURE IN THEIR SOCIAL LIFE

A COLLECTIVE CAMPAIGN

700M+ ANNUAL MEDIA IMPRESSIONS

Experienced Locally, Celebrated Nationally



Union Station Launch
Toronto, ON, 2016



Nuit Blanche Winnipeg, MB, 2016
Photo by Cole Moszynski

A COLLECTIVE CAMPAIGN FOR ARTS & CULTURE

So how do we make this happen? As a collective - all together! Culture Days is a tool to make your own, and we're here to help.

- Along with our provincial partners and media supporters, our national organization coordinates a major promotional campaign - one that we endeavour to make easy and fun to tap in to at the local level.

- National media partners like Cineplex, Pattison Outdoor, BT/A Advertising and CBC support Culture Days with cross-country advertising, coverage, and broadcast, achieving over 700M impressions each year.

- Our provincial partners also run coordinated campaigns, and your own local efforts achieve incredible results. In 2023, local media coverage reached far and wide across the country, generating more than 1,300 articles - many of which you can see in our News Feed.

PROMO & PLANNING FREE RESOURCES







MARKETING/PROMO

- Posters
- Social Media packages
- Videos
- DIY Swag templates
- Multi-lingual templates
- Press Release templates
- Radio scripts
- Branding Design Guide
- Key Messaging
- Outreach materials

PLANNING RESOURCES

- Event Organizer Guide
- Cross-Country Funding Opportunities
- PR and Media Relations Guide
- School Engagement Toolkit
- Indigenous Cultural Programming
- Equity and Accessibility Strategies

New campaign materials coming this Spring!

culturedays.ca/resources
culturedays.ca/dashboard



Truth & Reconciliation Concert at Koerner Hall, Toronto, 2023 Photo by Lisa Sakulensky



PLANNING TIPS

Find inspiration for program planning:

- View our Event Programming Ideas Resource
- Browse the Event Archive
- Read our Organizer Profiles and Community Spotlights
- Connect with regional or provincial teams to brainstorm and strategize!

Adapt existing programming or complement paid programs:

- Offer selection of designated free tickets for Culture Days attendees
- Free programs in lobby before ticketed events
- Free artist talks or special receptions connected to exhibits/performances - offer discounted tickets for attendees!
- Behind-the-scenes tours

PROVINCIAL OFFICES & REGIONAL NETWORKS



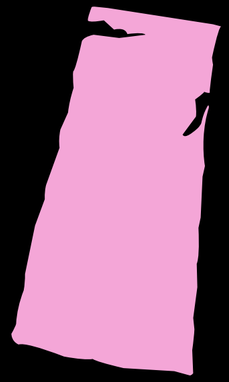
BRITISH COLUMBIA

- Local networks
- Regional partners
- Ambassador Program

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

Mallory Gemmel, Communications Coordinator & Programs Assistant
bccommunications@culturedays.ca

CULTUREDAYS.CA/BC



SASKATCHEWAN

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

CONTACT:
Busayo Osobade, Communications Consultant, SaskCulture
bosobade@saskculture.ca

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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

CULTUREDAYS.CA/MB



ONTARIO

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

CONTACT:
Ontario Culture Days
General inquiries

info@onculturedays.ca

CULTUREDAYS.CA/ON
ONCULTUREDAYS.CA

PROVINCIAL OFFICES & REGIONAL NETWORKS

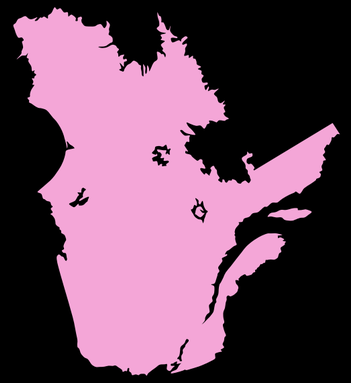


ALBERTA

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

CONTACT:
albertaculturedays.gov.ab.ca

ALBERTA.CA/ALBERTA-CULTURE-DAYS



QUEBEC

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

CONTACT:
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victoriadrumi@culturepourtous.ca

JOURNEESDELACULTURE.QC.CA



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

WRAP-UP

Create a Culture Days account at culturedays.ca/dashboard

- Registration opens in May of each year
- Try to register events sooner than later to access more promotional benefits
- Over the Spring and Summer, we offer workshops featuring promo tips and how-to guidance for using many of the digital tools and templates available
- Sign up for our newsletters to stay up to date at culturedays.ca/newsletter

THANK YOU!

culturedays.ca/newsletter

info@culturedays.ca

@culturedays

@CultureDays

Culture Days | Fête de la culture

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CULTURE DAYS