



SINCE  
1962

# Oulu Days

SEPT 1-3, 2023

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## GUIDELINES FOR EVENT ORGANISERS



OULU

# How do I register my event as part of Oulu Days' programme?

1. Create an event in [Oulu event calendar](#) no later than Monday, August 14, 2023.
2. Please tag your event with **"Oulu Days 1-3 September 2023"** in the "Select navigation pages which your content will be shown on" section.
3. Check that your event information is correct. The content entered into the event calendar and tagged to the Oulu Days' programme will automatically appear on the Oulu Days' website and in What's on section of the event calendar. In addition, it will be part of Oulu Days joint marketing. The channels you can find from the section of communication guidelines.
4. Done!

If there are problems with using the calendar, please contact [oulunpaivat@ouka.fi](mailto:oulunpaivat@ouka.fi).

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# Communication guidelines

## The organisers of Oulu Days events commit to:

- to announce their event in [Oulu's event calendar](#)
- to tell in all their contents that the event is part of Oulu Days
- to redirect from their pages to the Oulu Days website: [ouka.fi/oulunpaivat](https://ouka.fi/oulunpaivat)
- to use Oulu Days' marketing and communication materials where possible (e.g., logo or advertising templates that can be [found in the material bank](#))
- to tell on the event locations that it is an Oulu Days event, e.g., mentions while hosting the event or with the marketing materials visible at the location
- to inform the Oulu Days team about the number of visitors after the event: [oulunpaivat@ouka.fi](mailto:oulunpaivat@ouka.fi)

If you need some Oulu Days materials to borrow for your event, contact us: [oulunpaivat@ouka.fi](mailto:oulunpaivat@ouka.fi)

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## **Oulu Days implement joint marketing and communication in the following ways:**

- website [ouka.fi/oulunpaivat](http://ouka.fi/oulunpaivat) (in Finnish and in English)
- social media channels and social media advertising (Facebook and Instagram)
- print ads
- outdoor advertising
- info screens
- media releases and stakeholder communication

You can also find information about the Oulu Days' events in the city of Oulu's channels (e.g. the website, social media and My Oulu website).

# Open Programme Call for Oulu Days 1 FEB – 13 MAR 2023

You can apply by an [electronic form](#).

Define in the application what kind of production or performance the funds are applied for:

## Event:

- 100-5000 €
- the organisation applying for support is independently responsible for organising the event with area reservations, techniques and permits

## Performance or other content:

- 100-500 €
- two options:
  1. Does not need a place, PA system or permits. The applicants agree on matters themselves. This option is suitable, for example, for applicants who have their own event venue or have received other funding.
  2. Needs a ready event venue. The applicant must define whether the performance or content is suitable for indoor and/or outdoor spaces.

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Event areas offered by Oulu Days are e.g.

- Rotuaari square
- Hupisaari theater
- Welcome to Oulu Festival in Kuusisaari SEP 1, 2023

Welcome to Oulu festival is aimed at new residents of Oulu. It brings together Oulu's cultural actors, organisations, and various sectors of the city to present their activities to the people of Oulu. The program can be offered on the stages, to the grassy area or to the Kissankoskenranta bridge.

## **The selections**

The jury takes into account:

- the distribution of the program evenly throughout the city
- new types of events
- consideration of different target groups

The jury also reserves the right to determine the amount of granted funding.

## **Invoicing**

Contracts are made with the selected event organisers, according to which the organiser will invoice the city of Oulu. The biller must have a business ID (y-tunnus) that is in the Prepayment register. Sole trader must have valid YEL insurance.

If the actor is a private person or the business ID number is not in the Prepayment register or the sole trader does not have a valid YEL insurance, the city of Oulu can pay the compensation as a salary.

## Permissions and safety

**The event organiser is always responsible for the event and its permits and security.** The event organiser must estimate the number of visitors to the event. The size of your event will determine the need for permits and notices. If you organise your event in a public place, e.g., on the Rotuaari stage, people passing by are not counted as event visitors. If you are not sure which permits you need, please send an email [tapahtumat@ouka.fi](mailto:tapahtumat@ouka.fi) and we will help you.

**If you have any questions, you can contact:**

General event questions: [tapahtumat@ouka.fi](mailto:tapahtumat@ouka.fi)

Police: [luvat.oulu@poliisi.fi](mailto:luvat.oulu@poliisi.fi)

Fire department: [okpl.riskienhallinta@ouka.fi](mailto:okpl.riskienhallinta@ouka.fi)

# Contact information

Please, contact us primary by email: [oulunpaivat@ouka.fi](mailto:oulunpaivat@ouka.fi).

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Welcome to Oulu Festival

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