

Calgary Culture Days 2026 – Partner promotion guide

What this guide is for

This guide helps you promote your event as part of [Calgary Culture Days](#). You'll find ready-to-use messages and images – no marketing experience needed!

Whether you're a microgrant recipient or hosting an arts and culture event in September, using the Calgary Culture Days logo and promotional tools in this guide helps connect you to the larger celebration and marketing campaign.

You do not need to use everything in this guide. Using even one image or a short mention helps!

Using the Calgary Culture Days logo

Using the logo on your promotional materials (posters, signs, social media, etc.) helps audiences recognize your event as part of Calgary Culture Days.

Microgrant recipients: Including the Calgary Culture Days logo **and** City of Calgary logo on your promotional materials is **required** as part of recognizing The City's funding support.

- Use the full-colour logo(s) whenever possible
- Don't stretch, crop or alter the logo(s)
- Various file formats are available in the [asset library](#)

Event calendar

Make sure to add your event to the official Calgary Culture Days event calendar. The free calendar will be promoted through The City's paid marketing campaign, helping more people find your event through radio, social media and online advertising – at no cost to you.

[Click here to fill out the form](#) – it only takes a few minutes.

Social media

If you only have time to do one marketing task, do this! Social media is the easiest place to start.

Image sizes: 1080 x 1350 or 1200 x 1200 (works well on most social media platforms)

Where to find them: [Calgary Culture Days asset library](#)

You don't need to resize anything – the images are ready to use.

Copy and paste the following (along with an image from the asset library):

We're excited to be part of Calgary Culture Days! Join us this September as we celebrate local arts, culture and community in Calgary.

[Your event name] | [Date] | [Location]

Learn more about Calgary Culture Days at calgary.ca/CultureDays #YYCculturedays

Make sure to tag [@cityofcalgary](#) so we can see and share your post where possible.

Event website or listing page

If you have an event website or listing page, add this sentence anywhere on the page:

This event is part of Calgary Culture Days, a city-wide celebration of arts, culture and community happening throughout September. Learn more at calgary.ca/CultureDays.

Newsletter content

Copy and paste this paragraph into your newsletter and customize as needed:

We're excited to be part of Calgary Culture Days! Calgary Culture Days is a month-long celebration of arts, culture and community happening across the city from September 1–30. Join us at **[your event name]** on **[date]** at **[location]** and celebrate what makes Calgary unique.

Learn more at calgary.ca/CultureDays.

Rent a sign from The City of Calgary

A limited number of Calgary Culture Days signs are available to rent for free. These signs help attendees recognize your event as part of Calgary Culture Days and make it easier to learn more about the month-long celebration.

Signs (including the a-frame hardware) are available on a first-come, first-served basis. Event organizers are responsible for picking up and returning signs to 2105 Cliff Street SW (historic Holy Angels School in Cliff Bungalow / Mission).

If you'd like to rent a sign, please reach out to culturedays@calgary.ca to express interest and confirm details.



Print off a poster

If you have a bit more time, you can also print off a Calgary Culture Days poster and put it up at your event or venue. A variety of different posters can be downloaded from the [asset library](#).

Quick check

- ✓ Added the Calgary Culture Days logo on your promotional materials (**required for microgrant recipients**)
- ✓ Added your event to the Calgary Culture Days event calendar
- ✓ Shared one post using a Calgary Culture Days image
- ✓ Mentioned Calgary Culture Days on event page or other materials

If you have questions about this guide, please reach out to culturedays@calgary.ca.

****All Calgary Culture Days logos and other assets can also be downloaded from calgary.ca/CultureDays***