

## **INSTRUCTIONS ON THE USE OF FUNDING GRANTED FOR EVENTS TO MARK THE CELEBRATION YEAR OF THE NEW OULU IN 2013**

**If your event takes place between September and December, please submit the following information by 8 August 2013 to Henna Pitkänen ([firstname.lastname@ouka.fi](mailto:firstname.lastname@ouka.fi), 050 571 2834)**

- Contact information of the person in charge of organising the event (name, e-mail address and phone number)
- Recipient's bank account, if not included in the application
- Detailed information about the time and location of the event
- A short description (max. half a page, A4) that can be used for marketing the event, together with pictures that may be used for this purpose. Please include the name of the photographer. The information will be used in the programme brochure and on the website of New Oulu Celebration Year.

The recipient is the party responsible for the event(s) it arranges. This means that the recipient is responsible for all matters related to event production, such as venue reservations, performers' contracts, any services required (technical arrangements, security) as well as for necessary permits and notifications.

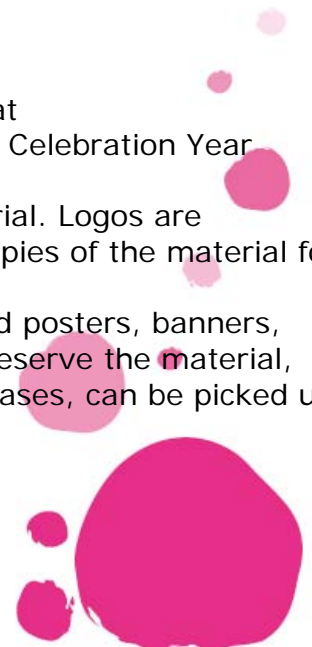
The funding recipient is obliged to inform New Oulu Celebration Year of any changes in funding, production, production schedule or other matters associated with the event.

Payments will begin immediately following the information session on 25 March. In the case of working groups, payment will be agreed separately, as funding for events is taxable income for private individuals.

An information session will be arranged for recipients of event funding on 8 August, 5-6.30 pm, at Oulu10 (Torikatu 10). Welcome!

### **CHECKLIST FOR EVENT ORGANISERS**

- Make all necessary arrangements for the event in advance – make an agreement on venue use with the proprietor, submit any notifications needed, check safety and arrange security personnel.
- Information and marketing:
  - Add your event to the Celebration Year event calendar at [www.ouka.fi/juhlavuosi2013](http://www.ouka.fi/juhlavuosi2013). Please check the category Celebration Year (Juhlavuosi) 2013.
  - Remember to add the Celebration Year logo to all material. Logos are available at [www.ouka.fi/juhlavuosi2013](http://www.ouka.fi/juhlavuosi2013). Keep some copies of the material for reporting.
  - Promotional material for the Celebration Year (laminated posters, banners, buttons, rollups) is available for funding recipients. To reserve the material, contact Henna Pitkänen. The material, packed into suitcases, can be picked up at service point Oulu10.



## UUDEN OULUN JUHLAVUOSI

- All information about the event must include mention that the event is part of the New Oulu Celebration Year. Send information about the event to the media, and submit a copy to [juhlavuosi@ouka.fi](mailto:juhlavuosi@ouka.fi). We will forward the information through our own networks.
  - A Celebration Year poster template is also available for use. The template can be downloaded from our website. It is also available (two sizes: A3, A2) at the City's Printing Centre, where you can send your own material. Layout and printing costs are paid by the event organiser. Send your material to [painatuskeskus@ouka.fi](mailto:painatuskeskus@ouka.fi) and ask for a quote.
  - If you have any questions concerning graphic material or if you need assistance, please contact Niina Penttilä ([firstname.lastname@ouka.fi](mailto:firstname.lastname@ouka.fi)), tel. 044 703 1646
- Recipients are liable for any taxes associated with the funding. Event funding is public funding, which means that it is tax-free income to non-profit associations and taxable income to members of working groups (private citizens).
  - Please submit a final report within two months of your last event.
    - A report template is available at [www.ouka.fi/juhlavuosi2013](http://www.ouka.fi/juhlavuosi2013)
    - Send your report to the following address: Uuden Oulun juhlavuosi / Heli Metsäpelto, PL 27, 90015 Oulun kaupunki
    - Please save all receipts and other documents for purchases made with event funding. These do not have to be submitted to the City of Oulu, but they must be kept in the event of inspection at a later date.
    - Please include newspaper clippings, promotional material produced with the funding received as well as other material related to the event with your report.

If you have any questions, please contact

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[firstname.lastname@ouka.fi](mailto:firstname.lastname@ouka.fi)  
tel. 044 703 7554

Henna Pitkänen  
[firstname.lastname@ouka.fi](mailto:firstname.lastname@ouka.fi)  
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The New Oulu Celebration Year has a pool of volunteers where event organisers can recruit staff for their events. Volunteers include traffic controllers, security staff and distributors of promotional material etc. For inquiries about volunteers, contact [juhlavuosi@ouka.fi](mailto:juhlavuosi@ouka.fi). If you recruit volunteers for your event, the following must be agreed with them in advance: tasks, meals (in the case of long events), transportation to event venue and insurance coverage.

