

Oulu Days September 5-7, 2025 – Guidelines for Event Organizers

Background of Oulu Days

Oulu Days is a city festival that brings together residents, communities, and businesses to create diverse and open programs for everyone. Held annually, the event highlights community spirit, culture, and accessibility. The goal of Oulu Days is to offer something for everyone and surprise residents with new experiences.

Welcome to organize events for Oulu Days!

How Does Oulu Days Support Productions?

Financial Support:

- Events: €100–€5000
- Performances: €100–€500

Other Forms of Support:

- Providing event venues
- Lending small technical equipment

 Note: Oulu Days procures events and performances as part of its program – this is not a grant.

Selection Committee

A multidisciplinary committee consisting of City of Oulu employees selects the recipients of Oulu Days support. The committee chooses content that highlights traditions and fosters new urban culture. The amount of support is determined on a case-by-case basis.

Selection Criteria:

- Events take place in various locations across the city
- Innovative event content and preservation of traditions

- Consideration of diverse target audiences
- The event should be open to everyone and primarily free of charge

Application Submission & Additional Information

- The application must include a detailed budget and production plan.
 - Note: Applications can only be submitted once and cannot be modified afterward. You will receive a confirmation email upon submission – please allow some time for the email to arrive.
 - Questions? Contact: oulunpaivat@ouka.fi
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Registering for the Oulu Days Program

All kinds of events across the city can participate in the Oulu Days program.

Accepted events must:

- Be open to all
- Be free of charge
- Be non-commercial and non-political

Events can be registered in the program even without applying for production support.

How to Register an Event:

1. Create an event in Oulu's event calendar by August 13, 2025.
2. In the "Content Targeting" section, select "Oulu Days 5-7.9.2025".
3. Carefully review your submitted information.

Events submitted to the Mun Oulu event calendar will automatically be included on the Oulu Days website and other communication materials.

For Assistance:

Email: oulunpaivat@ouka.fi

Permits & Safety

Event organizers are responsible for obtaining all necessary permits and ensuring safety arrangements.

Checklist:

- Verify necessary permits: Find permit and notification details in the Event Organizer's Guide at www.ouka.fi/tapahtumajarjestajan-opas/luvat-ja-ilmoitukset
- Events with over 200 attendees at the same time require security personnel and notification to the police.
- Submit a rescue and safety plan to the fire department at least 14 days before the event.

The Oulu Days team submits general notifications for small events to the authorities.

More Information:

- Police: luvat.oulu@poliisi.fi
- Fire Department: pelastuslaitos.palotarkastaja@pohde.fi

Communication & Marketing

The City of Oulu's Event Unit is responsible for general marketing and communication for Oulu Days. Event organizers are encouraged to actively promote their events through their own channels.

Oulu Days Joint Marketing Includes:

- Website: ouka.fi/oulunpaivat (available in Finnish and English)
- Social Media: Facebook and Instagram
- Print Advertisements
- Outdoor & Radio Advertising
- Media Press Releases

Responsibilities of Event Organizers in Communication:


- Register your event in Oulu's event calendar by August 13, 2025.
- Mention in all materials that the event is part of Oulu Days.
- If applicable, link from your website to the Oulu Days website.
- Use Oulu Days marketing materials, such as logos and advertisement templates (available in the media bank).
- Provide feedback after the event, including visitor numbers.


Visibility Materials & Contact Information

Logos, poster templates, and social media materials for Oulu Days can be downloaded from the City of Oulu's media bank: www.ouka.fi/viestinta/mediapankki

For inquiries regarding visibility materials, contact: oulunpaivat@ouka.fi

Contact Information

 General Event Inquiries: tapahtumat@ouka.fi

 Oulu Days Team: oulunpaivat@ouka.fi

 Oulu Days Producer: Päivi Soini, Tel. +358 40 486 6537

The Oulu Days organizers reserve the right to make changes to the guidelines and program.

Welcome to creating unforgettable Oulu Days!