



Oulu Days 4–6 September 2026 – Event Organizer Guidelines

Background of Oulu Days

Oulu Days is a city-wide festival that brings together residents of Oulu, communities, and businesses to create diverse and open programming for everyone. The event is held annually, with an emphasis on community, culture, and accessibility. The goal of Oulu Days is to offer something for everyone and to surprise city residents with new experiences.

Welcome to organizing events for Oulu Days!

How Does Oulu Days Support Productions?

Financial support:

- Events: €100–5,000
- Performances: €100–500

Other forms of support:

- Provision of event venues
- Loan of small-scale technical equipment

Please note: Oulu Days commissions events and performances as part of its program – this is not a grant.

Selection Panel

The recipients of Oulu Days support are selected by a multidisciplinary panel consisting of employees of the City of Oulu. The panel selects content that highlights traditions as well as content that creates new urban culture. The panel determines the amount of support on a case-by-case basis.

The selection criteria emphasize:

- Events being distributed widely across different parts of the city

- Content that highlights traditions as well as new, experimental, and urban culture-creating programming
- Consideration of different target groups
- Events being open to everyone and primarily free of charge

Submitting an Application and Additional Information

- The application must include a detailed budget and production plan.
- **Note:** The application can only be submitted once and cannot be edited afterward. You will receive a confirmation by email when your application has been received – delivery of the message may take some time.
- Questions? Contact: oulunpaivat@ouka.fi

Registering an Event for the Oulu Days Program

All kinds of events taking place across the city can participate in the Oulu Days program. The program accepts events that:

- are open to everyone,
- are free of charge,
- are not commercial or ideological in nature.

An event can be registered for the program even if production support is not applied for.

How to register an event:

1. Create the event in the Oulu event calendar no later than 13 August 2026.
2. Under “content targeting,” select “Oulu Days 4–6 September 2026.”
3. Carefully review the information you have entered.

Events entered into the Mun Oulu event calendar are automatically transferred to the Oulu Days website and other communication materials.

In case of problems:

Email: oulunpaivat@ouka.fi

Permits and Safety

The event organizer is responsible for obtaining all required permits and arranging safety measures.

Checklist:

- Check required permits: *Permits and notifications* in the Event Organizer's Guide www.ouka.fi/tapahtumajarjestajan-opas/luvat-ja-ilmoitukset
- Events with more than 200 simultaneous attendees require stewards and notification to the police.
- Submit a rescue and safety plan to the rescue services at least 14 days before the event.

→ For events in the 2026 European Capital of Culture year, notification must be made well in advance.
→ The Oulu Days team will submit a general notification to authorities for small events.

Further information:

- Police: luvat.oulu@poliisi.fi
- Rescue services: pelastuslaitos.palotarkastaja@pohde.fi

Communications and Marketing

The City of Oulu's event unit is responsible for the overall marketing and communications of Oulu Days. Event organizers are encouraged to actively promote the visibility of their events through their own channels.

Joint marketing for Oulu Days is carried out through, for example:

- Website: ouka.fi/oulunpaivat (Finnish and English)
- Social media: Facebook and Instagram
- Print advertising
- Outdoor and radio advertising
- Media communications

Event organizers' responsibilities in communications:

- Register your event in the Oulu event calendar no later than 13 August 2026
- Mention in all content that the event is part of Oulu Days
- Link from your own websites to the Oulu Days website when applicable
- Use Oulu Days communication materials such as logos and advertising templates (available in the media bank)
- After the event, respond to the feedback survey, which collects, among other things, visitor numbers

Visibility Materials and Contacts

Oulu Days logos, poster templates, and social media materials can be downloaded from the City of Oulu media bank:

www.ouka.fi/viestinta/mediapankki

Loanable visibility materials can be requested by email: **oulunpaivat@ouka.fi**

Contact Information

- General event matters: **tapahtumat@ouka.fi**
- Oulu Days team: **oulunpaivat@ouka.fi**
- Oulu Days Producer: Päivi Soini, tel. +358 40 486 6537

The organizer of Oulu Days reserves the right to make changes to the guidelines and the program.

Welcome to building unforgettable Oulu Days!