



Caledon Culture Days Artist Proposals Information Webinar

What is Culture Days?

- Culture Days is a national celebration of arts and culture hosted during **September 19th through October 12th, 2025**
- Ontario Culture Days feeds into National Culture Days
- **The National Day for Truth and Reconciliation occurs on September 30. Any events or programs on this day must support reconciliation**
- Culture Days is a national celebration of arts, culture and heritage culminating in three weeks of **free** “behind the scenes,” activities to discover Caledon artists, creators, performers and heritage
- Programs must be participatory and engaging



Culture Days 2024 recap

- 100 free events across all 6 of Caledon's wards, including 22 art workshops.
- Estimated 4,500 attendees during the 3-week festival.
- \$5,500 of local artwork sold by artists during the Caledon Studio Tours.
- 40+ artist vendors
- 15+ partner organizations
- 14 performers participated



Culture Days 2025

- Save the date for our flagship events:
 - **Caledon Creative Arts Festival on September 27, 2025 at Caledon East Community Complex**
 - **Caledon CultureFest October 4, 2025 at the Humber River Centre**
 - **Caledon Studio Tour on October 4 and 5, 2025 all across Caledon**
- Artist Proposals, Studio Tour Applications, Creative Arts Festival Applications open until June 6
- Town of Caledon can offer partnership funding up to \$400 per program or event



Community connections and existing relationships

- Heritage Groups
- Studio Artists
- Community Groups
- Service Clubs
- Library Partners
- Resident Associations
- Environmental Groups





Culture Days Artist Partnerships





Heritage Partnerships



Culture Days Artist Partnerships



Caledon's 50th Anniversary



Town of Caledon

- Free registration through our Recreation platform to manage registration, send reminders
- Free promotion and exposure of events through Town of Caledon website, social platforms and paid advertisements
- In-kind space at Town of Caledon facilities (subject to scheduling)
- Compensation of Artist, Educator, Performance Fees, up to \$400 per event inclusive of materials or supplies
 - The objective is partnership and cost sharing, you will be required to demonstrate the expected costs
- A waiver for participants to complete
- Professional photography of your performance, event or program

Artist Organizers

- Must provide program description (250 words)
- A photo of what the program will look like for promotional use
- Agree to promote your program or performance to your audience or professional network multiple times prior to the event or program date
- Provide all staffing to ensure execution of program, workshop or performance
- All individuals required for the execution of your proposed experience
- Agree to arrive on-site prior to participants arriving to ensure service excellence
- Must be held between **September 19th to October 12th, 2025**
 - If being held on September 30th, must support Indigenous Reconciliation
- Complete a Community Service Agreement (CSA) agreeing to the safe, qualified, effective, and efficient delivery of the performance or program
- Provide proof of insurance naming the Town of Caledon as an additional insurer as outlined in the CSA



Artist Proposals – Open until Jun 6

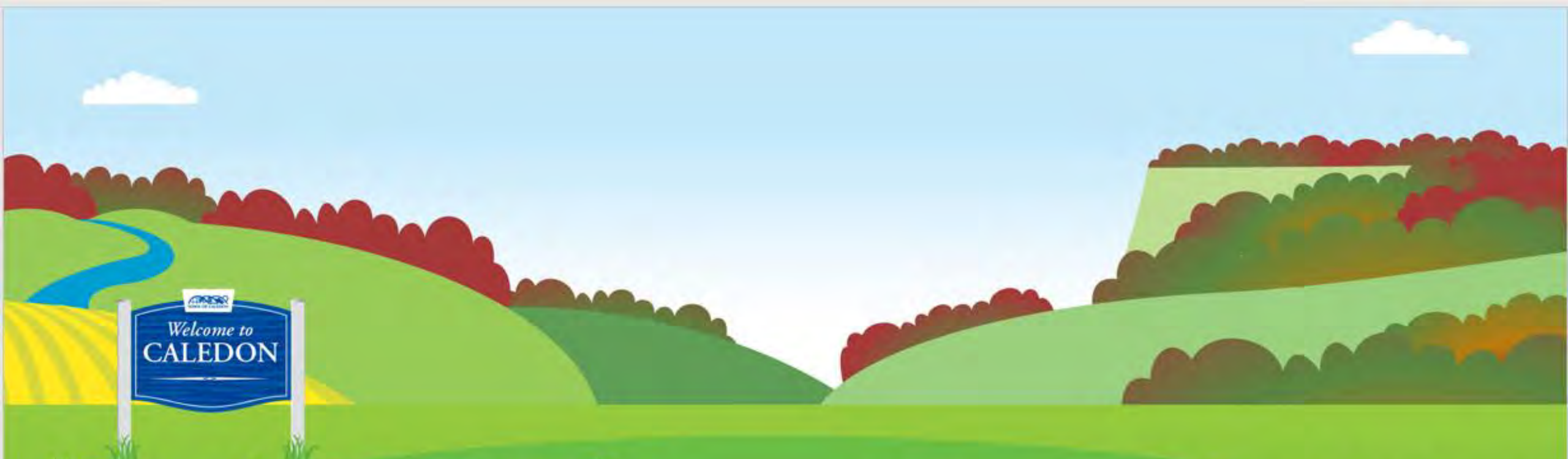
- Town of Caledon can offer partnership funding up to \$400 per program or event
- Proposals for programs or events must be in Caledon
- Proposals can request facility access at a Town facility to host the event or program
- Free
- Take place during Culture Days Sept 19- Oct 12, 2025
- Expectations are equal promotion from the organizer and Town
- Opportunity for professional photography



Tips for Success!

- Partnership funding up to \$400
- Brainstorm partners
- Photography sharing
- In-kind space
- Promotion of events and awareness
- Festival recognition
- Contribute to the growth and development of arts and culture in Caledon





**“There is no power for
change greater than a
community discovering
what it cares about.”**

- Margaret J. Wheatley

**“If you want to go fast go
alone, if you want to go
far, go together”**

-Multiple