

# CULTURE BLOCKS



a community partnership with



## Marketing Toolkit for Providers

### Flyer templates

[Click here](#) to create a free Canva account. Canva is a user-friendly graphic design tool website. It uses a drag-and-drop format and provides access to over a million photographs, graphics, and fonts. It is used by non-designers as well as professionals. Here you will be able to find many free flyer templates.

If you still need help with the design of your program flyer, please refer to our [Culture Blocks Resource Guide](#) and contact one of our recommended graphic designers.

### Logos

We require our funding recipients to recognize ASC's Culture Blocks program as a sponsor by using the Culture Blocks logo in marketing and communication materials as it relates to your program.

[Click here](#) to download Culture Blocks logos.

### Crediting Language

Funding recipients are required to use the following crediting language:

(Event Name) is sponsored by Culture Blocks— a community partnership funded by Mecklenburg County.

### More Resources

[Click here](#) to download a list of resources, including recommended graphic designers, event photographers, printers, etc. For the Marketing Guidelines document, [click here](#).

### Ideas / Tips on How to Advertise your Event(s)

Start off by asking yourself: Which Block am I working in? Who are the neighbors and community members I'm trying to reach? Evidence shows each neighborhood consumes information differently.

We suggest:

- Put flyers in local businesses, supermarkets and areas surrounding the event venues
- Share your event(s) with the town's local newspapers
- Post your event(s) information on the [Nextdoor App](#)
- Place targeted Facebook ads / Create Facebook events

- Post your event(s) on [CharlotteCultureGuide.com](http://CharlotteCultureGuide.com)
- Submit your event(s) to online events calendars such as CharlotteOnTheCheap, Charlotte Parent, AARP, QCityMetro, Spectrum News, WFAE, etc.

## Marketing Collateral Examples from Previous Programs

DEAR SOUL MUSIC CO. PRESENTS

# USING YOUR UNIQUE

## SONGWRITING WORKSHOP

**CULTUREBLOCKS**  
a community partnership with

ASC LIBRARY

VIRTUAL WORKSHOPS  
MARCH 5 - 26  
FRIDAYS AT 5:30 PM  
FREE

REGISTER VIA EVENTBRITE

LEARN TO STRUCTURE AND WRITE SONGS IN THIS 4-WEEK WORKSHOP WITH CHARLOTTE-BASED SINGER-SONGWRITERS.

REGISTER AT:  
[UYUSONGWRITING.EVENTBRITE.COM](http://UYUSONGWRITING.EVENTBRITE.COM)

Join in!  
Virtual drumming event  
Wednesdays 5-5:45pm  
April 21 - May 26, 2021

Register here:  
[PiedmontMusicTherapy.com/](http://PiedmontMusicTherapy.com/)  
ASC-Info

**CULTUREBLOCKS**  
a community partnership with

ASC LIBRARY

BEFORE OPRAH...  
BEFORE ARSENIO...  
THERE WAS...

**CineOdyssey FilmFestival**  
PRESENTS A  
**BLACK HISTORY**  
MONTH SCREENING

# Mr. SOUL!

A Film by Melissa Haizlip

"ENTHRALLING AND ILLUMINATING"

THURSDAY FEBRUARY 11, 2021  
7:30 PM-9:30 PM

GET YOUR TICKETS  
[WWW.CINEODYSSEYFEST.ORG](http://WWW.CINEODYSSEYFEST.ORG)

**CULTUREBLOCKS**  
a community partnership with

ASC LIBRARY

# FREE VIRTUAL CLAY WORKSHOP

**CULTUREBLOCKS**  
a community partnership with

ASC LIBRARY

CLAYWORKS