



# CULTURE BLOCKS

## 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'll be able to find many free flyer templates.

If you still need help with the design of your program flyer, please refer to our [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 between ASC, Charlotte Mecklenburg Library and Mecklenburg County Park and Recreation to bring arts and cultural experiences closer to where residents live. Culture Blocks is funded by Mecklenburg County.*

### More Resources

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

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### 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) on 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](#)
- Submit your event(s) to online events calendars such as CharlotteOnTheCheap, Charlotte Parent, AARP, QCityMetro, Spectrum News, WFAE, etc.



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## Marketing collateral examples:

### Flyers

DAPPER STREET PRESENTS  
**COLOR OF JAZZ**  
THE SERIES

THE XMEN PLAY  
ROBERT GLASPER

THURSDAY, AUGUST 1, 2019  
6:30PM - 8PM

PHOTO CREDIT BY KIRK EDWARDS

TYVOLA SENIOR CENTER  
2225 TYVOLA RD., CHARLOTTE, NC 28210  
FREE ADMISSION

DAPPER STREET PRODUCTIONS, INC.  
ENTERTAINING, EDUCATING & INSPIRING  
WWW.DAPPERSTREETPRODUCTIONS.COM  
704-907-8601

CULTURE BLOCKS  
a community partnership between  
ASC MECKLENBURG COUNTY LIBRARY

### Social Media

**THE ARTIST'S WAY**

CULTURE BLOCKS  
a community partnership between  
ASC MECKLENBURG COUNTY LIBRARY

A 12-week course on rediscovering and recovering your creative self based off of Julia Cameron's Best Selling Book.

Hosted by Dear Soul Music Co. at Steele Creek Library

Saturdays at 1pm

### Facebook Event

Events

Arts & Science Council

**NOV 10 African Diaspora Roots of Dance & Music**  
Public · Hosted by Moving Spirits, Inc.

8 Dates · Sep 22, 2016 - Nov 10, 2018  
Event ended about 10 months ago

4820 Tuckaseegee Rd., Charlotte, NC 28208-2510, United States

Hosted by Moving Spirits, Inc. Typically repeats within a few hours

**Details**

This fall, Moving Spirits will offer FREE community workshops at the Tuckaseegee Recreation Center for children and adults. The community will learn African diaspora dance forms including Samba raiz (samba roots), Samba Afro, Samba Reggae, Movements inspired by the Orxas, Rumba, Palo (Cuba), and African American ring shout. Please come out and join us!

\*\*\*Moving Spirits' African Diaspora Roots of Dance & Music is sponsored by Culture Blocks—a community partnership between ASC, Charlotte-Mecklenburg Library and Mecklenburg County Park and Recreation to bring arts and cultural experiences closer to where residents live. Culture Blocks is funded by Mecklenburg County.

Dance · Kid Friendly · Dance class · +1