

CULTUREBLOCKS



a community partnership with



CHARLOTTE MECKLENBURG
LIBRARY



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](#).

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



Social Media



Facebook Event

