

## **Making sure everybody knows about the Kulturnacht and that you'll be part of it**

The Kulturnacht Ulm/Neu-Ulm GbR is responsible for advertising the event. Our advertising campaigns are targeting a large audience beyond the Ulm/Neu-Ulm region, every Kulturnacht host will benefit from. 10,000 visitors every year are proof enough.

### **Centralised advertising:**

Starting from August:

- Press and public relations office
- Posters on advertising columns and billboards in Ulm and Neu-Ulm
- Articles, reports, commercials, and ads by our media partners (newspapers, radio) leading up to the event
- Video ads in SWU busses and trams
- Print and online ads
- Programme for download
- Printed programme flyers
- Programme as a special supplement (media partners)
- The Kulturnacht app

Visitors and creatives will find Kulturnacht updates on our [website](#).

### **Advertising at your venue:**

You are responsible for advertising the event at your venue!

Advertise your event and the Kulturnacht programme at your venue, by:

- Putting up the signs we'll be providing, in order for visitors to be able to find your venue easily
- Putting up posters; in case you'll need more posters in A1, they are available at the Cultural Department (while stocks last)
- If you would like to advertise the Kulturnacht Ulm/Neu-Ulm and your own event online or with flyers, we are happy if you implement the Kulturnacht-logo, which you can find [here](#).