

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
- Posters in the public transport network DING (50 km around Ulm/Neu-Ulm)
- Citylight poster of Ströer advertising
- Flyers
- Articles, reports, commercials, and ads by our media partners (newspapers, radio, TV) leading up to the event
- Video ads in SWU busses and trams
- Print and online ads
- Programmes (55,000 copies), distributed in Ulm and Neu-Ulm, and the public transport network DING (50 km around Ulm/Neu-Ulm)
- The Kulturnacht app

Visitors and creatives will find Kulturnacht updates on our website [www.kultur-in-
ulm.de/web/kulturnacht](http://www.kultur-in-ulm.de/web/kulturnacht).

The expenses for design, printing, and distribution of the programmes and posters are funded by **Kulturnacht Ulm /Neu-Ulm GbR** and our partner **DING**.

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.
- Displaying the programmes, to be collected from the Cultural Department together with the wristbands.
- Putting up posters; in case you'll need more posters in A1 and A2, 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 to provide the Kulturnacht logo.