

Helsinki Day 2021

Instructions for producers of an act

Helsinki Day in brief

Helsinki Day, celebrated on 12 June, is a joyful summer event in celebration of Helsinki, founded in 1550, and the people of Helsinki to which everyone is invited and welcome. The idea of the event is that different organisers – individuals, communities and businesses alike – can offer open and free events to everyone in the city. The day has been celebrated in Helsinki since 1959.

Helsinki Day events are coordinated by the Helsinki Events Foundation, but the real content of the programme is created by numerous associations, clubs and organisations as well as private people and departments in the city of Helsinki. This means that the day's programme is different each year; a versatile collection of events that is sure to offer something for everyone.

In 2020, Helsinki Day was held online due to the coronavirus pandemic, and, in 2021, Helsinki Day will be celebrated mainly through Helsinki Day acts. Decisions on other Helsinki Day content and possible event applications will be made later in the spring should the COVID situation improve. The Helsinki Events Foundation reserves the right to select the acts and events included in the Helsinki Day programme and to modify the information provided.

Applications for acts and production money

Proposals for Helsinki Day acts can be submitted using an online form on the Helsinki Day website (helsinkipaiva.fi/en). The Helsinki Day acts application process will start on 17 March 2021 and end on 12 April 2021. A panel at the Helsinki Events Foundation will pre-select acts from among the proposals, after which a maximum of ten acts will be selected for production by a public vote. The public vote will be conducted online on the event website.

The production money that has been allocated to the events in previous years will be entirely invested in producing the Helsinki Day acts (e.g. infrastructure, structures, costs of materials, artists' fees). Production money cannot be allocated to marketing expenses since the Helsinki Events Foundation is responsible for Helsinki Day communications and marketing.

The online application form must specify the amount of production money required for the production of the proposed act and include the production plan for the act. There will be a

total of EUR 100,000 reserved for a maximum of 10 proposals of Helsinki Day acts. Contracts will be drawn up for the selected acts, and the producers of the acts will invoice the Helsinki Events Foundation accordingly.

Selection criteria for the acts

The pre-selection process will consider features such as diversity, even distribution of acts across the city, suitability for different target groups, as well as accessibility and sustainability. It is hoped that the Helsinki Day acts will enhance people's pride in their neighbourhood and the city's diversity and community spirit.

The acts must meet the following criteria:

- The act can be experienced on Helsinki Day on 12 June.
- The act is something that celebrates Helsinki or is a gift or an expression of love for Helsinki and the people of Helsinki.
- The act is impressive and can be seen, heard or experienced in the urban space.
- The act can be produced even if restrictions are in place for the number of people who can attend. The act is not an event or public event and does not require people to gather in one place at the same time.
- The act is produced in a safe and responsible manner.
- The act is easy to access and/or accessible.
- The act is free for the public.
- The act may not promote an ideology or religion or be commercial, and may not involve sales or product promotion.

Other instructions for the applicants:

- The applicant is fully responsible for the production of the act (incl. any permits and notifications required).
- The application must describe the cost structure, the production plan and how COVID-safety will be taken into account.

Communications and marketing

The Helsinki Events Foundation is responsible for the overall marketing and communications activities for Helsinki Day, but the producers of the acts will also be encouraged to share information about their acts with their own stakeholders. The Helsinki Events Foundation applies the following methods in joint marketing and communications efforts:

- the helsinkipaiva.fi website (Finnish, Swedish, English);
- communications and marketing on the event's social media channels (Facebook and Instagram);
- marketing communications (e.g. outdoor and radio advertising campaigns);
- pr and media relations.

Information about Helsinki Day is also actively shared on the City of Helsinki channels, incl. its website, social media and in the Helsinki magazine.

Producers of Helsinki Day acts undertake:

- to be clear in all their content texts and activities that the act is part of the Helsinki Day programme;
- to provide links on their website to the Helsinki Day website (helsinkipaiva.fi);
- to use the hashtag #helsinkipäivä #helsinkiday
- to share information about their act through their own networks where possible.

Feedback and reporting

All feedback is very important to us so that we can develop the Helsinki Day event and for the Helsinki Events Foundation to be able to meet the needs of the implementing parties as well as possible. Each party that produces an act for the Helsinki Day event is required to submit a feedback questionnaire, to be sent after the act, and to report on its own contribution to the event.

Contact details

Emma Abendstein, Project Manager, emma.abendstein@eventshelsinki.fi, tel. +358 40 519 3407

Marianne Saukkonen, Producer, Community Outreach, marianne.saukkonen@eventshelsinki.fi, tel. +358 40 334 7148

Helsinki Events Foundation, Kalevankatu 6, 00100 Helsinki, info@eventshelsinki.fi

Helsinki Events Foundation reserves the right to make changes to the Helsinki Day instructions.