



Oulu2026
European
Capital of
Culture

Oulu2026 for businesses

Nina Taipaleenmäki
Partnerships Coordinator
Oulu Culture Foundation



All of Europe and Finland are turning their eyes on Oulu in 2026

European Capital of Culture **Turku2011**
the GDP in the area grew by 250MEUR.

Goals Oulu2026

- Attraction: Visits / travelling to Oulu2026 area will expand by 20%
- Availability: Majority of the culture program during the 2026 is free of charge
- Awareness: The concept of Culture broadens, involving new audiences and actors
- Attention: Market value of gained international media coverage over 50MEUR
- **Added value and new business opportunities for both B2B and B2C businesses in the area.**



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**How can your business utilize the
platform and take full advantage of
The European Capital of Culture
Oulu2026?**

How to participate?

Small & medium-sized
businesses in the
Oulu2026 area



All companies are welcome to participate.

The goal is to enable business opportunities for companies and entrepreneurs through participation in the capital of culture year 2026.

Start with the core and strategy of your own business and consider the added value that Oulu2026 can bring. Alignment with your mission and values are key.

Link your business and Oulu2026 audiences, networks, municipalities and projects together in a meaningful way.

Oulu2026 partnerships

Strategic partnerships

Business requirements and Oulu2026 requirements meet

The partners create added value for Oulu2026 and their own business

Sponsors and other commercial partnerships

E.g.:

- Visibility packages and sponsorships in events and/or programs
- Artistic patronage
- Charity partnerships

Business Club

SME networking

- Commercial use of Oulu2026 trademark
- Networking opportunities for both B2B and B2C businesses

(April 2025)

Arctic Food Lab

A network for local food producers and gastronomy professionals

Arcticfoodlab.fi



Added value of business partnerships

- Oulu2026 supports the company brand
- Priority access to new visibility and partnership possibilities as well as membership benefits
- Right to use Oulu2026 trademark commercially
- Business opportunities and new connections in the Oulu2026 network
- Visibility in the official Oulu2026 channel and platforms, according to partnership level



You don't need to be an official business partner to participate in Oulu2026

- Anyone can use the Oulu2026 trademark for non-commercial purposes.
- Organize an unforgettable Oulu2026-themed christmas party or customer events.
- Stay informed, follow our website and newsletters for latest updates.
- Make some noise – be proud of the fact that this is our time

Together we are going to build cities and municipalities where business thrives!

**Everyone in the
Oulu2026 area –
individuals or
companies alike –
can use the
Oulu2026 logo
non-commercially
without licence.**

Commercial implementations
always require a separate
agreement.



**Oulu2026
European Capital
of Culture**



Non-commercial use of the logo

- Everyone can show their support to the Capital of Culture year 2026 – private persons and companies alike.
- You can use the logo in **non-commercial purposes** on social media, website, personnel T-shirts and apparel, as an element on your car or windows etc.
- The logo can be added to your own branded materials in its original form (no modification of the logo is accepted).



Using the Oulu2026 trademark commercially

= branding your products or services and selling them with Oulu2026 logo.

Commercial use requires an agreement with Oulu Culture Foundation.

An one-time licensing fee is invoiced from the company.

- Micro / small companies: 260 € + vat
- Medium-sized sompanies 1900 € + vat

The application form and additional information will be available at the website:

Oulu2026.eu/en/partnerships





Oulu2026 Business Club

- Network for all SME's in Oulu2026 area
- Club events, networking and business opportunities with new potential partners, visibility in Oulu2026 context
- Benefits from Oulu2026 partners
- Offers unique opportunities for branding, partnering and innovating in the Oulu2026 networks.



The Business Club will be launched in April!

The launching event is taking place on the 29th – join us in Amarillo for more information and inspiration:



Register to the event here!

Event is free of charge



Oulu2026.eu/en/partnerships

Latest information and updates, details on sponsorship opportunities, business networking etc.

- Logo and Oulu2026 trademark
 - Non-commercial use of logo
 - Licensing for commercial use
- Event registrations and webinars
- Communication materials for companies (digital screens, ppt. logo)
- Oulu2026 Business Club network

How to participate?

Show your support

Oulu2026 logo and communication materials

Recognize strategic opportunities

Partnerships and cooperation

Join Oulu2026 networks

B2B Business Club and
Arctic Food Lab





Oulu2026
European Capital
of Culture

Thank you!

Nina Taipaleenmäki

Partnerships Coordinator

European Capital of Culture, Oulu2026
Oulu Culture Foundation



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KULTTUURIMINISTERIÖ



Pohjolan OP

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