



USING THE REVEAL LOGO

CRITERIA

- A summary of the event and your contact details etc should be entered into the Reveal Towns of Culture 2025 Events Mailing List [HERE](#)
- Please adhere to the Reveal Towns of Culture 2025 branding guidelines.
- If you can, please send high-quality images of your event to In The Bag PR for use on social media or press (please make sure whoever you are photographing has given permission for this and please label the photos with your event name and photographer credit) pippa@inthebagpr.co.uk

NB. The Towns of Culture 2025 project board reserves the right to revoke your permission to use the logo if you bring ToC into disrepute.

Please read the Brand Guidelines before you use the logo, there are lots of variations of colours and formats to use plus a GIF too! We have tried to make sure there is a good selection that works for different website needs and social media platforms.

WHERE TO PROMOTE YOUR EVENT

Reveal Portland & Weymouth Towns of Culture 2025 may not yet have its own dedicated website, but it's an exciting part of our vision for the future! While we work on developing this platform, we encourage you to promote your events on the **Visit Dorset** website. This valuable resource is perfect for both visitors and locals seeking to explore all the amazing things happening in our communities. Let's make the most of it together!

VISIT DORSET

Here is the web site <https://www.visit-dorset.com/>

Here is the link to the events listing page, you upload your own event information and this will be added to the Visit Dorset website <https://www.visit-dorset.com/whats-on/submit-event/>

DORSET ECHO

How about using the free listings on Dorset Echo?

Here is the link to the events listings page https://www.dorsetecho.co.uk/local-events/?_evDiscoveryPath=

VISUAL ARTS SOUTH WEST

If your event is a visual arts event add it to <https://vasw.org.uk/> you need to register as a venue to do this.

EVOLVER

Free arts and culture listings magazine with print and online listings
<https://www.evolver.org.uk/listings/submit-your-event>

Of course there are lots of other listing sites too. This will really help to raise the profile of Reveal Portland & Weymouth Towns of Culture 2025. Don't forget to add the logo where you can, and if you can't add the logo to listings please use the text below in your listing:

“This event is part of Reveal Portland & Weymouth Towns of Culture 2025”

PRESS RELEASES

If you are writing a press release please do mention Portland & Weymouth Towns of Culture 2025. You can copy and paste the text below for use in your Press Release text or Editors Notes:

Welcome to REVEAL, a celebration of the people, stories, and creativity that make Portland & Weymouth truly unique. As Towns of Culture 2025, we are uncovering and amplifying the incredible cultural life that already thrives in our communities—shining a light on local talent, heritage, and shared experiences.

From music and theatre to heritage crafts, food, festivals, and everyday creative moments, REVEAL brings culture to where people live, work, and gather. It's about community pride, connection, and inspiration—creating opportunities for everyone to take part, whether as an artist, participant, or audience member.

This is more than a year of events—it's a movement to celebrate who we are, what we create, and what brings us together. Join us as we REVEAL the heart and soul of Portland & Weymouth.

Towns of Culture is an initiative created by The Arts Development Company and funded by Dorset Council. Reveal – Towns of Culture 2025 is funded by Portland Town Council and Weymouth Town Council.

HOW WE CAN HELP AMPLIFY YOUR MARKETING

Portland and Weymouth Towns of Culture 2025 presents a fantastic opportunity to showcase the amazing culture and creative talent found in our two towns. Weymouth-based company In the Bag PR will be providing press and media support. If you have informed us about your event (hopefully, you've already signed up for our mailing list), they will be looking for key moments throughout the year to secure media coverage. Their goal is to help us communicate our event stories to local, regional, and national press.

In the Bag PR will have access to the Reveal Towns of Culture 2025 mailing list which contains your event information so it's important you have subscribed to this.

SOCIAL MEDIA TAGS

Use #TOC25 and our PR team will be able to see your posts and we will try our best to share with our networks too.

ENEWS

We will be sending out a Reveal Portland & Weymouth Towns of Culture 2025 bi-monthly enews and will highlight various upcoming events (if you have told us about them!). This mailing list is growing week on week and is part of our future plans for highlighting and celebrating culture in our towns.

NEED TO CONTACT SOMEONE?

No problem at all, if you need some help with any of the above please contact sandy@b-side.org.uk and we will do our best.

b-side (a Portland based arts organisation) are the project managers for Portland & Weymouth Towns of Culture 2025, you can see what we do if you haven't heard of us before [HERE](#)