



COMMUNITY ACTIVATION NETWORK

MEDIA & PARTNER RESOURCE KIT

how to use this kit

This packet gives press, vendors, sponsors, and community partners everything needed to represent Springfield's The Block Party and Community Activation Network (CAN) accurately and consistently: approved boilerplate language, logo and lockup usage, color and type standards, language dos and don'ts, and current contact information.

Official photos, high-resolution logo files, and full brand guidelines are available on request.

boilerplate language

Springfield's The Block Party — Short (1 sentence)

Springfield's The Block Party is Lane County's largest free community celebration, bringing 15,000 neighbors together for One Magical Night each September in Historic Downtown Springfield.

Springfield's The Block Party — Standard (press use)

Springfield's The Block Party is a free, annual community celebration held each September in Historic Downtown Springfield, Oregon. Now in its seventh year, the event draws 15,000 attendees across ten city blocks of Main Street, featuring live music, local food, family activities, and 140+ local business and civic partners. Springfield's The Block Party is produced by Community Activation Network, a 501(c)(3) public charity, with SELCO Community Credit Union as Title Sponsor.

how to refer to us

- **DO:**
 - **The Block Party 2026 powered by SELCO**
 - **Springfield's The Block Party**
- **DON'T:**
 - Block Party,
 - Springfield Block Party,
 - SELCO Block Party
 - Eugene Celebration

- Event: Springfield's The Block Party 2026 powered by SELCO
- Date: Saturday, September 12, 2026
- Time: 4:00 p.m. – 10:00 p.m.
- Location: Historic Downtown Springfield, Oregon — Main Street and surrounding blocks
- Admission: Free
- Produced by: Community Activation Network (CAN), a 501(c)(3) public charity
- Title Sponsor: SELCO Community Credit Union

key facts & figures

In-person attendance	15,000
Year of event (2026)	7th annual
Local partners & sponsors	140+
Footprint	10 city blocks, Historic Downtown Springfield
Total impressions (2025)	1.33 million+
Website views (2025)	53,000+
Social media impressions (2025)	414,000+ (Meta)
Small businesses served since 2022	400+
Admission	Free, always
Title Sponsor	SELCO Community Credit Union

[ASSET LIBRARY LINK VIA GOOGLE DRIVE](#)

logo & lockup usage

The Springfield's The Block Party lockup is a stacked bold square with a defining inner rule border, offset shadow blocks, and a sunburst SELCO sponsor ribbon. Six official colorways exist; each is tied to a specific context. Three are below.

approved variants

SELCO Co-Branded — Full Reveal	Official Event Logo 2026 - Use whenever referencing SELCO
SELCO Co-Branded — Condensed	When referring to the series of events or space is limited
SELCO Co-Branded - BW	Official Black & White Variant
Charity Variant	For use when referring to the organization/charity, not the event

- **DO:**
 - Use the full lockup, including the sponsor ribbon, whenever space allows
 - Scale proportionally — maintain the square aspect ratio
 - Use navy/gold exclusively when featuring SELCO Title Sponsor branding
 - additional options & usage, please send a request
 - if B&W is necessary, use BW version
- **DON'T:**
 - Alter colors, gradients, or add effects not present in the official file
 - Crop, rearrange, or separate lockup elements
 - Use the navy/gold version for non-SELCO content
 - Stretch or distort the logo in any direction



Official Event Logo - 2026



Alt Event Logo - 2026



Charity Logo

official event photos



1st official Photo, if using only one



2nd official, use whenever SELCO is mentioned



3rd official



4th official

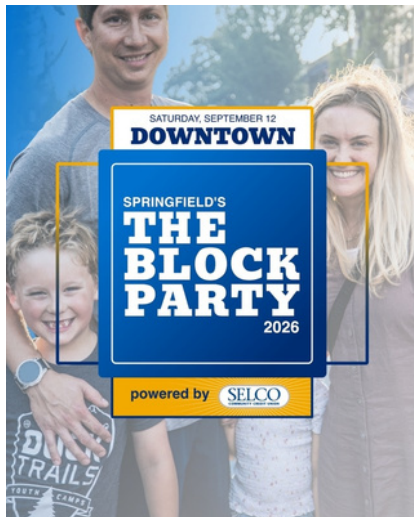
- DO:
 - If you only have space, use 1st official.
 - if you have room for two photos, use 2nd official
 - use full photo
- DON'T:
 - crop full photo, use social 4:5 aspect ratio if crop is necessary
 - add overlays to these photos

When using these materials, you **MUST** tag both The Block Party and SELCO Community Credit Union. If your organizations policies prevent you from tagging sponsors, reach out.

DO NOT tag the City of Springfield , or, Springfield Area Chamber of Commerce, as they are not official organizers of the event.

ASSET LIBRARY LINK VIA GOOGLE DRIVE

insta	@springfieldblockparty	@selcoccu
fb	/therealspringfieldor	/SELCOCCU
linkedin	community-activation-network	selco-community-credit-union



social 4:5 aspect ratio



social 9:16 aspect ratio



homer teaser video
@kellylyonphotography

choose from any of four options for 4:5 or 9:16 aspect ratio social graphics



16:9 or thumbnail graphic must use this version

Benjamin Wilkinson
Community Activation Network

questions@springfieldblockparty.com
springfieldblockparty.com

EVENT PAGE

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