

2020 Spirit & Place Festival Application Guidelines

ORIGINS



Festival Dates: November 5-15, 2020

Community events cannot begin before Nov. 6 and must conclude by 4pm on Nov. 15



Spirit & Place Festival

New connections. New directions.

Festival Deadlines

Applicant Meetings & Calls: February 19, March 19, & April 16

Online Application Portal Opens: March 6

Application Deadline: Friday, May 1 by midnight

Event Selection Day: June 3

REQUIRED Festival Partner Meeting: June 24*

If selected for the festival, someone on your planning team must attend the **June 24 meeting.*

February Applicant Meetings at WFYI (1630 N. Meridian St.)

- Wednesday, Feb. 19 from 9—10:30am and again from 5:30—7pm
Optional but encouraged for all.
Hear what the festival is all about, learn about the application process, and connect with others to discover what they are planning.

March & April Video Conference (Zoom) Calls

- Thursday, March 19 **AND** April 16 at 3pm
Optional but strongly encouraged for those unable to attend the February meeting.
Can't make it to the February gatherings? Or, maybe you have a few more questions? These calls will help on-board folks into the festival process and provide additional opportunities to learn about what others are planning.

One-on-One Meetings/Calls

- Spirit & Place Festival applicants are encouraged to schedule one-on-one meetings and/or phone calls with staff. We're here to answer questions, brainstorm ideas, advise on event design and format, suggest potential collaborating partners, and help strategize on venues and promotions. We will even review applications! New applicants are strongly encouraged to schedule a phone call or meeting. **If accepted into the festival, first-time partners will need to set up a meeting with Spirit & Place Program Director Erin Kelley by October 5, 2020.**

RSVP to the February applicant meeting and/or Zoom calls by contacting Spirit & Place Program Director Erin Kelley at ekkelley@iupui.edu or 317-274-2462.

It's Spirit & Place's 25th Anniversary!

In our 25th year, we are thrilled to announce the following changes and opportunities.

No Participation Fee!

We're celebrating 25 years of awesome community partnerships by waiving the sliding scale participation fee for 2020. If your event is selected for the festival, there will be NO fee!

New Festival Dates & Times

Spirit & Place Festival *partner events* have typically started the first Saturday of November. To give you more flexibility (and the ability to take advantage of First Friday Gallery energy), we have moved our official partner festival dates and times to **Friday, Nov. 6 through Sunday, Nov. 15 at 4pm.**

No Reserved Seats for Spirit & Place

In our growing work to be a more equitable organization that recognizes institutional power imbalances, Spirit & Place will no longer require its partners to provide free seats to ticketed events or create specially reserved seating for festival staff. (Although we still appreciate seating for our volunteers, if possible!)

New Public Conversation Date & Closing Event

Rather than concluding with the annual Public Conversation, Spirit & Place will host this event on **Thursday, Nov. 5** so as not to compete with your offerings. (No other events may be planned on this date.) Spirit & Place will conclude the festival on Sunday, Nov. 15 *after* 4pm (i.e., after all other events have ended).

A New Home

Spirit & Place, a legacy project of the Polis Center, has officially moved under the umbrella of the IU School of Liberal Arts at IUPUI. We are now located on campus in Cavanaugh Hall (425 University Blvd., CA 003B). Staff email addresses and phone numbers remain unchanged.



What is Spirit & Place?

Spirit & Place is a platform that reaches 15K+ Central Indiana residents a year through **creative events, community conversations, and skill-building opportunities** aimed at launching innovative experiments, amplifying invisible stories, and sparking radical collaborations.

What is the Spirit & Place Festival?

The November festival is Spirit & Place's signature community offering.

Imagine an art fair or music festival. Talented individuals create the content, and the festival organizers provide the platform to showcase that content. That's the Spirit & Place Festival—an 11-day festival of events independently created and curated by the community (YOU!) and supported by the Spirit & Place organization.

We provide a yearly theme to anchor events; staff support to help you think about audience, collaborative possibilities, and event design; and promotional support.

Together, through creative collaborations, we leverage our strengths to unite Central Indiana residents in an 11-day **celebration that uses the arts, humanities, and religion** to build civic bonds.

Annually, the festival brings together 100+ cultural organizations, congregations, artists, and other community partners to create approximately 30 to 40 collaborative events (exhibits, performances, panel discussions, workshops, and more) that inspire sustained conversation and reflection on a common theme.

It's all in our name: Spirit & Place.

Through growth of the human spirit, Central Indiana becomes a better place.

Past, Present, & Future Themes

2017 – POWER

2018—INTERSECTION

2019—R/EVOLUTION

2020 – ORIGINS

2021 – CYCLES

2022 – NOURISH

Participating Organizations

Since 1996, more than 600 distinct entities have participated.

- Art & History museums
- Businesses
- Civic groups
- Community centers
- Congregations
- Dance companies
- Environmental agencies
- Health agencies
- Humanities institutions
- Independent Artists, Musicians, & Writers
- Libraries
- Literary organizations
- Musical ensembles
- Neighborhood groups
- Schools
- Senior centers
- Social service agencies
- Sports/Fitness Groups
- Theatres
- Universities
- *And many more*

What the Spirit & Place Festival IS and IS NOT

**The Spirit & Place Festival
IS a . . .**

Festival of events celebrating the arts, humanities, & religion

Platform for experimentation

Incubator for collaboration

Catalyst for civic engagement

Amplifier of often unheard voices

Stage for complex & nuanced dialogue

Playground for diverse perspectives

Vehicle for community-based solutions

Curated festival (events are chosen by a Selection Committee of community peers)

**The Spirit & Place Festival
IS NOT a . . .**

Holding spot for existing events

“Logo swap” or go-it-alone environment

Platform to preach to your choir

Podium from which to proselytize

Marketing tool for your organization

Self-help festival

Stuffy & elite gathering

Fix-all solution to diversifying your audience

Right fit for everyone

We’re a bit countercultural.

We don’t believe transactional relationships are healthy. We value the time it takes to build authentic connections. We practice emergent strategies and understand intentional change takes time, requires flexibility (and grace!), and the development of new patterns of behavior and thinking.

We embrace what Krista Tippett calls “[adventurous civility](#)” rather than polite silence and believe in brave spaces rather than safe ones. (“Safe” meaning a space where you will not be challenged.)

This is a community festival. Community members create the events. Community members select the events. Community members attend the events. We as a community are responsible and accountable to each other. Much like democracy itself, this can be messy and difficult work but also creative, bold, and joyous.

Check out the [beliefs and values](#) of Spirit & Place to dig in a little deeper.



2020 Theme: ORIGINS

How does reality come into existence? Whether striving to understand the Earth's creation or the roots of buried assumptions in our own hearts, humans have often looked back to beginnings – to the preciousness of the past – to make sense of the present.

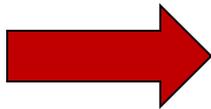
Spirit & Place hopes you will examine how origin stories and myths help us wrestle with morality. How cultural and social biases influence the formation, interpretation, and impact of origin stories and how these stories have collectively shaped us. Whether exploring the founding of a faith, city, or favorite superhero, we invite you to share (maybe even re-imagine!) the origin stories that matter to you.

Using the arts, humanities, and religion, we want you to dig into the ways ORIGINS connects us to one another and the places we call home. After all, if it weren't for the search to uncover life's mysteries, would the humanities – history, law, ethics, languages, philosophy, etc.– even exist? Without origin stories and myths, could the world's religions help us wrestle with our moral purpose? As naturally creative creatures, we know early humans used the arts (from cave wall paintings to ritual dance and sacred sounds) to declare and celebrate the stories of their origins. So, tell us . . .

Which stories of genesis, birth, and transformation fuel your soul and provide spiritual growth?

How might the arts connect us more deeply to our origin stories?

How did our emergence as a people and nation shape our understanding of race, class, and gender?



APPLICANT TIP:

Centering the theme throughout the process of selecting a topic, finding collaborating partners, and designing your event is crucial to a successful application.

Arts, Humanities, & Religion: The Spirit & Place Toolbox



***All the works of man have their origin in creative fantasy.
What right have we then to depreciate imagination?***

– Carl Jung

Spirit & Place believes the emotional and creative power of the **ARTS**— fine art, folk art, music, dance, theater, art-making, etc.—has the power to expand thinking and engage communities.

***A people without the knowledge of their past history,
origin, and culture is like a tree without roots.***

– Marcus Garvey

The **HUMANITIES**—literature, language, history, philosophy, archaeology, comparative religion, law, ethics and social sciences rooted in humanistic content—allow us to find common narratives of the human condition.

***All religions, all indigenous traditions, all origin stories
provide a large map of where you are.***

– David Christian

Through **RELIGION**, Spirit & Place embraces the values of compassion, fairness, hospitality, and service that fuel community life.

APPLICANT TIP:

Festival events may use any combination of the tools listed above with preference given to interdisciplinary events. Regardless the disciplines used, what's most essential is intentionality of their use. For instance, an event featuring speakers of different faith traditions would be a wonderfully representative event, but not necessarily a theologically rooted one. Your speakers need to address how they use their faith rather than just being the "insert faith tradition" on stage. The same is true for the use of the arts and humanities.

Why Should I Get Involved with the Festival?

What past festival partners have said:

The ability to experiment within the festival is one of the boons of participating in my opinion.

Planning, collaborating, and participating in this program stretched [us] to consider how . . . others' experiences have differed from our own . . . and how to discuss difficult topics.

[V]olunteerism was an unexpected and welcoming surprise.

Partners routinely tell us involvement in the Spirit & Place Festival allowed them to:

- Explore new ideas and take risks
- Start new conversations
- Bring people together
- Develop new and expand existing relationships
- Leverage new funding
- Increase media awareness
- Launch on-going initiatives

How We Support You

Coaching: Festival staff are available to review applications, advise on event design, and assist in finding collaborators, venues, moderators, and more.

Website: Each festival event will be fully described at spiritandplace.org along with speaker bios and images/photographs (jpg or tif, 300dpi, 4.096MB max), if supplied.

E-Newsletter: Festival events are highlighted periodically in the e-newsletter, which is distributed weekly to 6,000+ subscribers from September through festival end and monthly thereafter.

Social Media: The festival is promoted via robust social media platforms and a well-read blog.

Print Materials & Advertising

- **Calendar of Events (newsprint insert):** Details TBD
- **Event Guide:** 4-color book for festival attendees; advertising opportunities available.
- **Flier/Poster Templates:** Spirit & Place provides (8 ½"x11" & 11"x17") promo templates.
- **Advertising:** Limited advertising will appear in various print and online outlets.

Public & Media Relations: Spirit & Place Festival retains [Bohlsen Group](#) to promote the festival.

Evaluation: Spirit & Place distributes, collects, and summarizes audience evaluations for each event. A final report is prepared for each festival partner to help assess event impact. Partners also receive contact information for all individuals giving permission to do so.

Networking/Training Opportunities: Partner gatherings connect you with potential collaborators for the Spirit & Place Festival and beyond.

What is the Selection Committee Looking For?

Events Should Always...

Be original and feature new content or innovative format choices

Connect to the yearly theme

Use the **arts, humanities, and/or religion** as tools to explore the theme

Be collaborative

Tackle **serious issues** ... or be **goofy and bizarre!**

Welcome people of all abilities and backgrounds

Be engaging and aim to build bridges of understanding

What we LOVE & will give special preference towards:

- "Never-before-seen" events that illuminate the theme.
- Dynamic and **interactive events**.
- Events that bring together **diverse ideas, people, and organizations**.
- Creative endeavors that tap into people's passions and to inspire them to be more **engaged** in their communities.
- **Collaborations** that demonstrate shared authority and co-creation.
- Interdisciplinary events featuring the **arts, humanities, & religion**.
- **Opportunities that highlight, celebrate, and intentionally include** the complex diversity of our community across faith traditions, age spans (we welcome youth events!), life experiences, and ability levels.

Limitations & Restrictions:

- **No Personal Development Workshops.** We're looking for community-focused events.
- **Fundraising & Fee-based Events:** Fundraising events are not allowed, and free events are preferred. We recognize performing arts events and those serving meals must recoup costs through ticket sales though.
- **Conflicting event dates:** When events appealing to the same audience are scheduled for the same time (e.g., two classical music events), applicants may be asked to consider re-scheduling their events.
- ***Date Restrictions:** Events **MUST** occur between Friday, November 6 and be completed by 4:00PM on Sunday, November 15.
 - **Monumental Marathon (Saturday, Nov. 7):** We want and need Saturday events! Just be mindful of the added activity around the city on November 7.
- **Accessibility:** All events must be held in handicap accessible venues unless the venue is a designated historical structure.

Festival Selection Criteria

- 1.) **Inventiveness.** Spirit & Place events should offer inventive, “wow-like” approaches and provide attendees with fresh insights and “ah-ha” moments. Consider participatory program formats, creative partnerships, unique venues, bold topics, and thought-provoking presenters.
- 2.) **Richness of opportunities for audience engagement/interaction.** Events should engage audience members on multiple levels. Consider design strategies that involve the senses, physical movement, and/or the intellectual and creative contributions of the audience itself. When possible, events should provide attendees a mechanism to stay engaged with the issue and/or each other.
- 3.) **Capacity to communicate and execute a well-planned program.** Even the most engaging and creative events need to be clearly articulated and well-organized. Your application should demonstrate you’ve thought about who your audience is and how you will design an event for them.
- 4.) **Strength of collaboration.** Applicants are required to collaborate with at least one other external partner. Interdisciplinary collaborations—those *between* rather than *within*—the arts, religion, and humanities are preferred, but not required. Also preferred are collaborations that demonstrate a willingness to share authority and event design responsibilities.
- 5.) **Connection to the theme.** The theme should be central to what the audience will learn and experience.
- 6.) **Understanding and commitment to Spirit & Place’s mission.** Through creative collaborations, Spirit & Place believes the arts, humanities, and religion help make communities great. *Together*, we can create civically engaged communities, tackle big issues, and build lasting bridges.

AWARD OF AWESOMENESS!

The “Award of Awesomeness” is given to the event that best:

- Tackles the theme in a compelling way
- Uses the arts, humanities, and/or religion in an innovative fashion
- Provides a captivating format for attendees
- Exemplifies the values and beliefs of Spirit & Place

Up to five events will be nominated by the Selection Committee for the Award of Awesomeness. A panel of judges will attend the nominated events and the winner will be announced after the festival concludes.

The winning event receives a \$1,000 prize!



Spirit & Place Festival

New connections. New directions.

Online Application

The online application opens **Friday, March 6** and closes on **midnight Friday, May 1, 2020**.

Use this worksheet to prepare the online application.

Applications **MUST** be submitted using the online portal. ([This document is for reference only.](#))

All fields are **REQUIRED** including addresses, phone numbers, and email addresses.

Event Title:

Lead Partner Organization or Individual

i.e., Who is the point person/organization in charge?

Contact name:

Address (city, state, zip code):

Email address:

Phone:

Website or Facebook page:

Festival Partners

List as many as needed! These are NOT your donors, sponsors, or "talent" presenting at your event. Rather, these are the organizations and/or artists you're working with to create and implement your event.

Organization name:

Contact name:

Address (city, state, zip code):

Email address:

Phone:

Website or Facebook Page:

Nature of collaboration (choose all that apply):

Design input ___ Content Expertise ___ Hosting/Venue ___

Staff support ___ Supplies ___ Promotions ___

Is this festival partner (choose one):

All in ___

Possibly interested ___

Hasn't been contacted yet ___ (You should NOT list anyone you haven't spoken to.)

Event Date or Date Range:

Doors Open:

Event Begins:

Event Ends:

Venue

Must be accessible.

Building Name:

Address (city, state, zip code):

Applications are due May 1, 2020

Questions? Call 317-274-2462 or email ekkelley@iupui.edu



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Seating Capacity:

Parking & entry instructions:

Venue contact name:

Venue contact email:

Venue contact phone:

ADA compliant?:

All venues must be ADA compliant unless they are a designated historic structure. If your venue is a non-compliant historic structure, please use the "final thoughts" section at the end to briefly explain the kinds of accommodations possible at your venue.

Cost & RSVPs:

Free: Yes/No

Fee Amount:

If fee-based, can attendees purchase tickets online? By phone? In-person?

Do you have an RSVP deadline? If so, when?

Food:

Will food be served?

Yes

No

Maybe

Childcare:

Will childcare or youth activities be provided?

Yes

No

Maybe

Youth:

Is your event welcoming or appropriate for youth?

If "yes," what age range?

Broadly speaking which ONE of these categories best describes your event format?

Workshop ___

Panel Discussion ___

Lecture ___

Community Conversation ___

Family Friendly ___

Performance ___

Exhibit ___

Interactive/Hands-on Experience ___

Short Description (225 characters):

Describe the flow of your event (750 characters)

Specifically describe the *format* of your event and how it will flow from beginning to end.

How does your event connect to the theme? (500 characters)

Explain how the audience will reflect upon and/or experience the theme.

**How are you using the arts, humanities, or religion? If you're not using all three tools, that is OKAY!
(500 characters per category)**

How will you use the **HUMANITIES** to tackle the ORIGINS theme and engage your audience?

Example: *We will use the life story (history) and poetry of Mari Evans to anchor small group conversations around the role Indianapolis artists played in the creation of the Black Arts Movement.*

TIP: Poetry is both a humanities & art-based tool! The Selection Committee appreciates it when disciplines are bridged.)

How will you use **ART** to tackle the ORIGINS theme and engage your audience?

Example: *We will involve attendees in a collaborative art-making experience to help them reflect on the presenter's remarks on the origins of neighborhood boundaries on the east side.*

TIP: Artmaking for the sake of "something hands-on to do" isn't enough. How will making, looking at, or listening to art – be it visual, music, dance, etc. – connect to the theme?

How will you use **RELIGION** to tackle the ORIGINS theme and engage your audience?

Example: *We will use the sacred texts of the Bible, Quran, and Bhagavad Gita to explore how origins stories across faith traditions shape communities today.*

TIP: Sometimes congregations are brought on as collaborative partners, but religion/faith isn't central to the discussion. Having a congregational partner as a venue host or promotional partner is great! But it isn't really what the Selection Committee is looking for in terms of using religion as a vehicle to explore the theme.

Briefly share your back story. (750 characters)

How did this idea and/or partnership emerge? What was your inspiration?



Talent

List as many as you have!

Organization, Ensemble, or Individual Name:

Email address:

Website or Facebook Page:

Event role (choose all that apply):

Musician___ Dancer___ Spoken Word___ Artist___ Writer___ Poet___ Speaker___
Moderator___ Conversation Facilitator___ Other___

Is this person/ensemble (choose one):

All in___

Possibly interested___

Hasn't been contacted yet___

Will this person appear live or via video conference?

Audience & Marketing* (500 characters)

Who is your intended audience, why will they love your event, and how will you plan to reach them?

Award of Awesomeness & Final Thoughts. (750 characters)

Why will your event be the most awesome in the festival and how would you use the \$1,000 prize? This is also a place to squeeze in any additional information you think the Selection Committee needs to know.

***Audience & Marketing**

Do not count on Spirit & Place to create your audience. We work to promote the overall festival and cannot create individualized marketing plans.

You must work to promote your own event.

Nervous about marketing your event?

We're here for you! Use the Spirit & Place "PR Matrix" to plan your promotions. We'll also provide links to community calendars and are always happy to help you craft a press release.



Application Glossary & Explanations:

Addresses: Event calendars will be delivered to all collaborating and venue partners in October. Venues will also receive Event Guides in late October. Full addresses are needed for delivery.

Festival Partner: Events need at least one collaborating partner. The nature of the collaborative relationships varies by event and even between partners on a single event. Collaborators often have input into the event design. Vendors, donors, sponsors, and presenters (in most cases) are not collaborators in this sense.

Event Date or Date Range: Events should occur between November 5 and 4PM on November 15, 2020.

Lead Partner: The person/organization Spirit & Place communicates with during the application process and beyond. The lead partner keeps all their collaborating partners informed and helps Spirit & Place coordinate the delivery of promotional calendar and event guides in the fall.

RSVP Deadline: Unless, for example, you have a firm deadline due to a catering count, select an RSVP deadline as close to the event date as possible. The day before works great us, if that works for you.

Application Tips

Title: Be evocative of the event experience. Brevity is best.

Festival or Collaborating Partner: All partners listed in your application should know they're being listed and should have agreed to participate in some way. DO NOT list anyone without their consent.

Additionally, if your event is tackling an issue that is not central to your mission (e.g., an art or history museum leading an event on mental health), you MUST involve a partner with content and/or service expertise in that area. Not only will this make a stronger event application, it will help you center the voices and experiences of those most directly affected by the issue your event tackles.

Event Date or Date Range: Events should occur between November 5 and 4PM on November 15. Be mindful of the Monumental Marathon on Saturday, Nov. 7.

Event Time: If you have an event that runs from 6—8pm, but the first half-hour is a reception followed by a 60 minute panel discussion, and a final 30 minute sing-a-long, please make sure that depth of information finds its way into the "FLOW" section of your application.

Venue: If the event is not occurring in your facility, you are STRONGLY encouraged to verify the proper name and street address of the venue as well as where attendees should park.

Short Description: Be evocative! This is your chance to hook the reader into wanting to learn more.

Flow: Paint a picture for the Selection Committee. What's the format? What will the audience experience? What order will things occur? What will the audience see, hear, and do? Critiques we often hear from the Selection Committee include:



- Not fully understanding what the audience will experience.
- Not enough time built in for audience engagement. (Often due to too many panelists/speakers.)
- Panelists/speakers only representing one side of an issue. (The Selection Committee and Spirit & Place are not looking for debate formats, per se, but we do want to see how you're working to make sure the complexity of an issue is addressed.)

Theme: While they want to know what inspired you about the theme, that level of detail is best suited in the "BACKSTORY" section of the application. Be direct in this section about the connection between your event and the theme.

Arts, Humanities, Religion: Clearly state how you are using the arts, humanities, and/or religion in a meaningful and intentional way to engage your audience. The Selection Committee gives preference to interdisciplinary events.

Backstory: This is the place to share with the Selection Committee where the event idea came from, how the theme inspired you, how you got connected with your collaborating partners, and/or why you and your partners are the best to run with this idea!

Talent & Roles: This is NOT where you list vendors, sponsors, or donors. Rather, who are the talented folks featured in your event? More weight is given to applications in which the featured talent has been contacted rather than a wish list of *possible* speakers, musicians, etc.

Audience: "Everyone will love this event" is not a sufficient answer to question, "Who is your audience?" Let the Selection Committee know who your audience is and how you plan to target them.

Additional Tips for a Successful Application:

Keep it focused. Don't try to do too much. Think about what you really want to accomplish, who your audience is, and how you will create a cohesive & engaging experience.

Use complete sentences and be mindful of acronyms.

Work with your collaborating partners. Ask your partners to review your application.

Connect with staff! We're here to help you think through the process, answer questions, and provide advice.

Attendee Advice

Festival attendee evaluations provide fantastic advice on what makes a great event.

Attendees want to be heard/share experiences.

"Would be nice for attendees to talk informally afterwards. Perhaps breaking into groups to share thoughts, ideas, etc."

Attendees value & want nuance and complexity.

"It was refreshing to get viewpoints of the whole spectrum of panelists—very young to very senior, both male & female—through their life experiences. It is always helpful when such sharing & collaboration happens."

Food! If you're serving it, let people know.

"Eating 'in community' was meaningful."

Well-organized, accurately described, and compact events are valued.

"I didn't realize the format was group discussion/facilitated led conversations. I loved it but would have arranged for childcare."

"I recommend making it shorter. I nearly didn't come because it was 3hrs."

"There wasn't a clear focus or take away for me."

The audience has high expectations for your moderator & panelists!

"Too many panelists. Not enough time to hear from them all or ask questions."

"The moderator didn't seem to have a plan to lead the discussion anywhere and threw questions at the panel that they were unprepared for."

"Looking for more structural guidance with moderator and clarity of the questions."

Little things aren't so "little" when it comes to accessibility.

"Everyone should use the microphone."



Festival Partner Agreement.

Agreement is **REQUIRED** for Festival acceptance and participation.

	Lead Partner	Collaborating Partner
Participation Fee NO FEE IN 2020!	Pays the participation fee. The entry fee—\$400, \$200, or \$100—is based on the lead partner’s operating budget and must be paid within 30 days of invoicing. Typically, due in August with no refunds issued after August 15.	*Optional: Lead partners are welcome to split the participation fee with their collaborating partners, but Spirit & Place requires a single payment from the lead partner.
Festival Partner Meeting	Required attendance. Lead partners MUST attend the 2020 festival partner meeting on Wed., June 24 from 9-10:30AM or 5:30-7PM at WFYI (1630 N. Meridian St.) First time lead partners must also schedule a separate meeting with Erin Kelley by October 5, 2020.	*Optional: Attendance for collaborating partners is not required but encouraged.
Promotions & Marketing	Engage in promotions and coordinate efforts with Spirit & Place and collaborating partners. 1.) IMMEDIATELY update Spirit & Place with event changes. 2.) Promote event on community calendars, fliers, personal invitations, etc., and engage collaborating partners in cross-promotional efforts 3.) Use the Spirit & Place name and/or logo in conjunction with ALL references to the event and the hashtag, #SPIndy, when appropriate 5.) Keep Spirit & Place in the know with your press releases and/or media pitches 6) Distribute Spirit & Place collateral (e.g., newsprint calendars and Event Guides)	Distribute Spirit & Place collateral. ALL EVENT PARTNERS and VENUES will receive <i>at least</i> 100 newsprint event calendars in early October to distribute. All VENUES will receive 100+ Event Guides in late October to distribute at the event. (Event Guides can be used as promotional pieces, but enough should be held back to distribute to event attendees).
Image Permission (jpg or tif, 300dpi, 4.096MB max)	Submit promotional images including the language, “I, [insert name], represent and warrant that I am the copyright owner or have secured the rights from the	*Optional: Collaborating partners are welcome to submit images for consideration and must also include use permission language.

Applications are due May 1, 2020

Questions? Call 317-274-2462 or email ekkelley@iupui.edu



	copyright owner of the image “ <i>Image Title</i> ” and grant permission for use. The image should be credited as”	
RSVP System	Comply with event RSVP requirements. Partners are expected to create their own Eventbrite pages using specific language provided by Spirit & Place as well the theme logo.	Comply with event RSVP requirements.
Event Logistics	Lead partners guarantee: 1.) The event is unique to the Spirit & Place Festival and will not be repeated between August 1 and December 31, 2020 in Marion or contiguous counties (some exceptions apply) 2.) Events will begin with brief welcome remarks provided by Spirit & Place 3.) Audience will be verbally reminded to submit evaluations	Venue partner agrees to coordinate a site visit prior to the festival (likely in September/October) to identify where Spirit & Place branding materials and volunteers will be stationed (see below).
Volunteers	Spirit & Place will send 2 to 3 festival volunteers who will greet guests, maintain a sign-in sheet, distribute Event Guides, and collect evaluations. Spirit & Place volunteers will not assist with set-up or tear-down activities.	A table, with tablecloth and chairs, should be in a high traffic area with Event Guides nearby. Spirit & Place volunteers will bring all other (branding) materials.
Post-Festival Requirements	Partner Survey & RSVP Lists. Lead partners must complete an online partner survey by Dec. 1, 2020. Fee-based events that managed their own RSVP lists must also submit attendee names and emails by Dec. 1, 2020.	All collaborating partners can help in this process by keeping track of volunteer and staff hours devoted the event and by providing an estimate of event-related expenses to the lead partner.