



**2021 Spirit & Place Festival Application Guidelines**  
**Festival Dates: November 4-14, 2021**

*Community-created events begin Nov. 5 and must conclude by 4pm on Nov. 14*

# 2021 Theme: CHANGE

Given all the upheavals of 2020, Spirit & Place re-evaluated its theme selections for 2021 and 2022 (originally CYCLES and NOURISH) and learned **CHANGE** is speaking the loudest to people.

Why wouldn't it? 2020 changed everything. We—and the world – feel changed. This change has been exhausting, exhilarating, terrifying, liberating, needed, too much, and not enough all rolled into one.

What can we learn from all this change? How do the **humanities**—history, literature, ethics, etc.—help us make sense of the present and re-imagine the future? How might **faith** anchor and guide us during these times? What attitudes and perspectives can the **arts** shift so that we better tackle needed change?

## Get Inspired! Questions, Titles, & Quotes to Consider

Use the samples below with your planning team to prompt a creative interpretation of the theme.

### Questions

- How is change an opportunity?
- How does social change bring us together and drive us apart?
- In what ways does change build upon or threaten tradition?
- How might we take advantage of these times to create positive change?
- How do we ground and prepare ourselves to be changemakers? What does selfcare look like for changemakers?
- Why is change terrifying to some and liberating to others?
- What is the relationship between personal and institutional change?
- How have changes to your discipline, profession, or institution shaken things up in the past and present?
- What can we learn from disasters and how they re-shape the way we live, work, and play?
- How have our habits adapted? Are those consequences good, bad, or something else?
- How have faith communities shaped social change movements in the past? How are they shaping—or resisting—adaptation today?
- How do artists and artmaking help us change perspectives, attitudes, and actions?
- How does storytelling change our view of the world and one another?

### **Center the Theme**

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

***The theme should never be an afterthought to your planning.***

**Title Examples** (Want to run with one of these? You're welcome to it!)

- *Got Change for a \$20? The Economics of a Post-COVID-19 World*
- *Decolonizing Music: Changing the Practice of Erasing Voices*
- *Wheels of Change: What Tarot Says about Modern Life*
- *Water into Wine: Mystical Faith Stories*
- *Found Objects: Changing the Everyday into Art*
- *Emmett Till to George Floyd: Using Images to Change the World*
- *Ch-Ch-Changes! The Epic Brilliance of David Bowie*
- *The More Things Change, They Don't Have to Stay the Same*
- *Change My Mind: Acknowledging Confirmation Bias*
- *Change of Heart: The Practice of Forgiveness & Repair*
- *Conversion: The Journey of Embracing a New Faith*
- *How to Change a Tire and Other Life Skills I Learned During Quarantine*
- *The Times are a Changin': How the Generations View Climate Change*
- *Sampled: What's Old is New*
- *Artists as Alchemists: Shaping Neighborhood Change with Art-Making*
- *Transforming Trauma: Storytelling as a Healing Practice*
- *From Sauerkraut to Sourdough: Fermentations' Gifts*
- *How Jesus Became White: Reflection on the Image of Christ*
- *Civility: Then & Now. A Conversation on Historic and Contemporary Norms*
- *Theatre as Social Change Agent*
- *Arts & Humanities: E-Learning Lessons from COVID-19*
- *The Evolution of Theology in [FAITH TRADITION]*

**Quotes**

- "Disaster provides a form of societal shock which disrupts habitual, institutionalized patterns of behavior and renders people amenable to social and personal change." – Rebecca Solnit, *A Paradise Built in Hell*
- "[I]n our world everybody thinks of changing humanity, and nobody thinks of changing himself." – Leo Tolstoy, "Three Methods of Reform"
- "We are the ones we've been waiting for. We are the change that we seek." –Barak Obama, Feb. 5, 2008
- "A wise man changes his mind, a fool never will." – Spanish Proverb
- "When the winds of change blow, some people build walls and others build windmills." – Chinese Proverb

## Benchmark Dates

**If 2020 has taught us anything, it is that all dates are subject to *change*.**

<p><b>Applicant Meeting</b> <i>Learn more about the application process. This meeting is useful to both first-time and long-time festival partners but is not required. All meetings are currently planned to occur via Zoom. Click on the date/time that works for you to register. Registration is required.</i></p>	<p>February 18 at <a href="#">10AM</a> and <a href="#">4PM</a>            March 15 at <a href="#">10AM</a> and <a href="#">4PM</a>            April 21 at <a href="#">10AM</a> and <a href="#">4PM</a>            May – TBD</p> <p>Use this <a href="#">Google Form</a> to sign up for festival updates.</p>
<p><b>Online Application Submissions Begin</b> <i>Applications must be submitted via the online portal.</i></p>	<p>April 5</p>
<p><b>Application Deadline (Portal Closes)</b></p>	<p><b>June 4 at midnight</b></p>
<p><b>Event Selection Notifications</b></p>	<p>Week of July 5</p>
<p><b>REQUIRED Festival Partner Meeting</b> <i>All successful applicants to the festival must attend this general “next steps” meeting.</i></p>	<p>July 15 <i>Target date. TBD if in-person or via Zoom. Either way, we will offer an AM and PM session.</i></p>
<p><b>Extra Help &amp; One-one-One Partner Meetings</b> <i>First time festival partners <u>must</u> schedule a 1:1 meeting with the Program Director before Sept. 30.</i></p>	<p>July 5 – Sept. 30: Schedule a one-on-one meeting            Sept. 1 (time TBD): Eventbrite Walk-Through (Zoom)            Sept. 9 (time TBD): Event Planning Checklists</p>
<p><b>Event Logistics &amp; Descriptions Review</b> <i>Based on event application narratives and follow-up meetings, the Program Director will draft event copy for the Spirit &amp; Place website and other promotional materials.</i></p> <p><b><i>Event essentials (title, date, time, location, etc.) MUST be finalized by JULY 30 which is also the withdrawal date from the festival.</i></b></p>	<p>July 30: Event essentials finalized/withdrawal date            Aug. 2: Images due by 5pm            Aug. 23-25: Review event calendar (pdf) and web copy (text only)            Sept. 3: Website goes live            Sept. 10: RSVP links due</p> <p style="text-align: center;"><b><i>If vacationing, please designate someone to approve materials.</i></b></p>
<p><b>Event Material Deliveries</b></p>	<p>Mid-September and Late-October  <i>Event calendars &amp; yard signs will be delivered to lead partners, collaborating partners, and venues.</i>  <b><i>Make sure your partners know &amp; agree to this!</i></b></p>
<p><b>Spirit &amp; Place Festival Opening Night</b></p>	<p>Nov. 4</p>
<p><b>Spirit &amp; Place Festival (Partner Events)</b></p>	<p>Nov. 5-14 (events must end by 4pm on Nov. 14)</p>
<p><b>Partner Survey &amp; Registrant Email List Due</b></p>	<p>Dec. 6</p>

## What is Spirit & Place?

Spirit & Place's mission is to catalyze civic engagement through creative collaboration among the **arts, humanities, and religion**. It is a community-facing, non-academic entity housed in the IU School of Liberal Art at IUPUI. Spirit & Place is active in the community year-round and builds community through **creative events, community conversations, and skill-building opportunities** while also serving as a platform to launch innovative experiments, amplify invisible stories, and spark radical collaborations.

## What is the Spirit & Place Festival?

The Spirit & Place Festival is an 11-day festival of events independently created and hosted by the community (YOU!) and supported by the Spirit & Place organization.

Spirit & Place provides 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 events (exhibits, performances, panel discussions, workshops, and more) that inspire sustained conversation and reflection on a common theme.

## Our Values.

We do not 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.

Want to examine our values more closely? Email [festival@iupui.edu](mailto:festival@iupui.edu) to learn more.

## The Spirit & Place Festival

### IS a . . .

- Festival of events celebrating** the arts, humanities, & religion as community-building tools
- Platform** for experimentation
- Incubator** for collaboration
- Catalyst** for civic engagement
- Amplifier** of often unheard voices
- Stage** for nuanced and difficult 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
- Placeholder** for repeated offerings
- “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

### **Limitations & Restrictions:**

- **No Personal Development Workshops.** We are 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 5 and be completed by 4:00PM on Sunday, November 14.
  - **Monumental Marathon.** The marathon typically occurs the first weekend of the festival. Be mindful of the impact this has on travel, especially on the north side and downtown.
- **Accessibility:** All events must be held in handicap accessible venues unless the venue is a designated historical structure or is an outdoor event. Event partners should make every effort to provide large font materials and other accommodations when requested.

## Why Should I Get Involved with the Festival?

### **What past festival partners have said:**

*Spirit & Place fit well into our program series and allowed us to continue to reach more people with our event.*

*Piloting this with Spirit & Place has helped us get a feel for what it would entail to offer it again. We want to host a similar workshop monthly now!*

*Spirit & Place allowed us to launch what we hope to be an ongoing program and conversations around intersectional identities.*

### **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](http://spiritandplace.org) along with speaker bios and images/photographs (jpg or tif at 300dpi), if supplied. **NEW WEBSITE COMING IN 2021!!!**

**E-Newsletter:** Festival events are highlighted in the e-newsletter, which is distributed weekly to 7,000+ subscribers from September through festival.

**Social Media & Digital Ads:** The festival is promoted via robust social media platforms and digital advertising.

### **Print Materials**

- **Calendar of Events and/or Event Guide:** Printed collateral distributed at (summer/fall) community events, your festival event venues and partner locations, and during the festival itself.
- **Flier/Poster Templates:** Spirit & Place provides (8 ½"x11 & 11"x17") promo templates.
- **Yard Signs:** Promotional yard signs outside event venues and other locations.

**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.

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

## 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 have 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.

### 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 a sense of community

## Beyond the criteria, what we LOVE & will give special preference toward includes:

- "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**.
- Interfaith events involving **non-Abrahamic traditions**.
- **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.

### **AWARD OF AWESOMENESS!**

The Award of Awesomeness goes 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 and a team of judges will evaluate the events during the festival.

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

## Participating Organizations

Since 1996, more than 600 distinct entities have participated in the festival. Spirit & Place encourages you to use the process of creating and hosting a festival event as an opportunity to develop new relationships. Event partners can come from any facet of community life!

- 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
- Theaters
- Universities
- *And many more*

## Application: Pre-Check

Before beginning the online application, prepare the following. All the information is REQUIRED.

- **Lead Partner**
  - Organizational name and web address (Facebook Page if no web address)
  - Contact name, email, and phone
  - Address (city, state, zip code)
  
- **Collaborating Partner(s)**
  - Organizational name and web address (Facebook Page if no web address)
  - Contact name, email, & phone
  - Address (city, state, & zip code)
  - Nature of collaboration (see page 10)
  - Level of commitment
  
- **Venue**
  - Building name
  - Room name, if applicable
  - Address (city, state, zip code)
  - Max. Capacity
  - Parking & entry instructions
  - Contact name, email, and phone
  - ADA compliance verification
  
- **Talent** (i.e., speakers, presenters, ensembles, bands, etc.)
  - Organization, ensemble, or individual name with email and web address
  - Event role: Musician, Dancer, Spoken Word, Artist, Writer, Poet, Speaker/Panelist, Moderator, Conversation Facilitator, Other
  - Level of commitment (see page 10)
  - Guiding Question/Theme Prompt

### Who's Who and What's What?

The **LEAD PARTNER** is the person or organization responsible for submitting the application and communicating with Spirit & Place during the application phase and beyond. If selected for the festival, the lead partner shares communication with their collaborating partners and helps Spirit & Place coordinate the delivery of promotional materials to those partners.

**COLLABORATING PARTNERS** are those involved with the actual planning, design, and hosting of the event. Donors and sponsors are not collaborating partners. Presenters and performers—unless a part of a planning team—are not collaborating partners.

**TALENT** represents those key players – speakers, panelists, performers, artists, etc. – featured in the event. Talent does not include vendors, sponsors, or donors.

The application asks for one overall **GUIDING QUESTION or THEME PROMPT** being used to help the talent reflect on or plan/create in connection to the theme.

- A theme-related question asked of panelists
- A guiding prompt given to an artist creating a new work
- The theme framework the event moderator will explore

## Red Flags

### What's the Name?

Know your partners' names. For example, is your partner really Indy Parks? Or is it Riverside Park? Are you partnering with the Indianapolis Public Library or Central Library? Is your event being hosted at the Indiana Historical Society or the Indiana History Center? If you have not confirmed this basic information at the application phase, it is **red flag** for the Selection Committee.

### Nature of Collaboration

The application asks you to define the nature of your collaboration: 1.) design input, 2.) content expertise, 3.) hosting/venue, 4.) staff support, 5.) supplies, and 6.) promotions. (You may select all that apply.)

The strongest collaborations are co-creative with partners involved in the early design stages and/or providing content expertise. Developing the relationships needed to secure venue space, staff support, and supplies is important work that the committee also recognizes. Promotional support should be an acknowledged commitment on the part of ALL collaborating partners. If they are not helping to promote the event, it is a **red flag** regarding your marketing capabilities.

### Level of Commitment by Collaborating Partners

Do not list collaborating partners before speaking with them and defining the (potential) nature of the collaboration. We understand if you have not been able to secure a 100% commitment or finalize all the details by the application deadline but listing collaborating partners *before* they have even been contacted is a serious **red flag**.

### Talent

The application asks you to list the "talent." That is, the talented folks – speakers, presenters, ensembles, choirs, bands, etc. – who will be providing key content. Like collaborating partners, you should not list anyone you have not spoken to. We understand some presenters, etc. cannot be booked by the application deadline, but you must have at least communicated with them to assess their interest. Failing to do so is a **red flag**.

### Cultivating Strong Collaborating Partners

You should be looking for partners who round out deficits in your proposed event and/or who bring in a unique point of view – especially if it is an arts, humanities, or religion perspective you do not have. Moreover, if you are tackling a topic outside your mission area, you **MUST** meaningfully involve a partner who lives and breathes this work. Want to tackle a weighty social issue like racism, homelessness, or gender inequality? Great! But you need to do more than just bring in a speaker who talks about these things. You need a partner who will not only help with promotions but also provide input into the creation and execution of the event so that no harm is done to the community you hope to serve. **Events about oppressed groups that fail to center the expertise and voices of those groups in the planning of the event will face additional scrutiny.**

### Why the Red Flags?

Your collaborating partner and talent lists are not wish lists. You should never mention anyone in an application you have not secured some level of commitment from.

If any of these partners decline to work on this event, then the Selection Committee has essentially evaluated a false application and has no way of knowing what will end up in the festival.

## Application: Event Logistics

The online application asks for the information outlined on page 10 as well as additional logistical details.

### Event Title (85 characters max, including spaces)

Be brief, descriptive, free of jargon, and evocative of the event experience.

- If your title has two parts, the first half should be memorable and the second descriptive.  
*Writing Home: Stories of American Veterans in Words, Dance, & Theater*  
*Two Truths & a Lie: The Intersection of Fact and Fiction*  
*Since the Beginning(s): Native American Oral Tradition and Art*
- If using a standalone title, make it fun and intriguing.  
*Explore Art-omotive!*  
*Hummus & Happiness*  
*The Score Awakens*
- If a title is long, we will likely ask you to change it.  
**BEFORE:** *A Faith Leader & A Scientist Walk Into a Bar: Using Applied Improvisational Theater to Revolutionize the Way We Talk about Science and Faith*  
**AFTER:** *A Faith Leader & A Scientist Walk Into a Bar: Using Improv to Talk about Science & Faith*

### Event Date or Date Range:

Doors Open:

Event Begins:

Event Ends:

Cost:

Registration Deadline (we recommend the day before, if possible):

Will food be served?

Will childcare or youth activities be provided?

Is your event designed specifically for youth? If “yes,” what age range?

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

Workshop ___	Family Event ___	Community Conversation ___
Panel Discussion ___	Exhibit ___	Interactive/Hands-on Experience ___
Lecture ___	Storytelling ___	Performance ___

**Applicant Tip**

Whether in-person or virtual, events longer than 90 minutes are fatiguing. If proposing a 90+ minute event, you will need to make a compelling argument for how you will keep the audience engaged.

## Application: Narrative

Successful applicants work with their partners *and* Spirit & Place staff to review the application narrative. First-time applicants are strongly encouraged to submit a draft to Spirit & Place for early review. (Character count includes spaces.)

### Short Description (250 characters)

Be clear, direct, and engaging. What is this event? What can be expected? Examples from 2017's POWER year include:

- Power Chords: A Violinist's Obsession with Bach  
*Violinist Colette Abel leads you on a musical journey through powerful masterpieces by J.S. Bach and Eugene Ysaie in Crown Hill's intimate Gothic Chapel.*
- "An Outrage": Using the Power of Social Justice for Change  
*Screening of "An Outrage"—a film about lynching and systemic racism in America—and a community conversation about changing the legacy of violence against Black Americans.*
- K(no)w Voice, K(no)w Power  
*Where do you stand? Reveal your stance by where you stand in the room and join our kinetic conversation on the power of persuasion, empathy, and compassion.*

### Describe how the audience will experience this event. (750 characters)

Walk the Selection Committee through the *format* of your event and how it will flow from beginning to end.

- Restorations & Requiems: Finding Strength through Music, Art, & Faith (2019, R/EVOLUTION)  
*The event will begin with an open house at 1pm in the fellowship hall of Central Christian Church to view the artwork on display. Some of the artists will be available to talk with guests about their artwork and personal experiences in the artwork. At 2pm, a discussion panel will begin in the sanctuary of the church that will explore the role of music and art as a healing force through times of grief and loss. At 3pm a choral performance interspersed with poetry and short stories about healing, grief, and loss will begin, lasting approx. 50 minutes. After the performance, a reception will be held in the fellowship hall.*
- Explore Art-omotive! (2018, INTERSECTION)  
*This is a come-and-go/self-directed event. Guests will enter the museum and head to the central area where interactive arts activities will be happening for children and adults. These will include a printmaking activity, creating a cardboard car for the parade, and sketching stations. On either side of these activities are displays of Indianapolis 500 cars and memorabilia which can be viewed. Immediately beyond the interactive station is a room where current and former automotive designers will give a presentation about careers and design. There will be engine build stations somewhere on the grounds of the Indianapolis Motor Speedway.*

### How does your event connect to the theme? (750 characters)

**Application Deadline: June 4, 2021**

**317-274-2462 or [ekkelley@iupui.edu](mailto:ekkelley@iupui.edu)**

[www.spiritandplace.org](http://www.spiritandplace.org)

Explain how your event connects to the theme and how the audience will experience the theme.

- **The Score Awakens (2018, INTERSECTION)**  
*John Williams extraordinary score played a significant role in creating the Star Wars cultural phenomenon. It was not created simply as background or transitional music, but as a way to intersect with the story and build a universe of iconic characters, environments and vocabulary that has become part of our everyday lexicon. The Indy Lightsaber Academy exists at the unique intersection of devotion to the Star Wars mythology and a desire to build community through exercise and physical activity - a fun riff on martial arts that enables people to engage in this captivating universe. Bringing the ISO, Lightsaber Academy, and the music of Star Wars together allows the public to explore a dynamic intersection of art, movement, and creativity!*
- **God(s) & Aliens (2019, R/EVOLUTION)**  
*This event is all about the evolution of the Earth and Cosmos, as well as the evolution of the way that we ponder the Earth and Cosmos from both the scientific fact-informed lens and the religious/faith-informed one. Those gathered for this event will have a chance to hear from faith leaders and scientists as they discuss this evolution from multiple perspectives before breaking into small groups to discuss these ideas on their own.*

**How are you using the arts, humanities, or religion to tackle the theme and engage your audience? (750 characters per category)**

Festival events may use any combination of these tools with preference given to interdisciplinary events. Regardless the disciplines used, what is most importance is your intentionality. Merely hosting an event in a house of worship does not “check” the religion box nor does an art-making activity not tied to the theme.

- **HUMANITIES, Agitation and Stagnation: Class & Health in America (2019, R/EVOLUTION)**  
*What can we learn as a society by talking about the life of a rabble-rouser and its coupling with current public health issues? How did class affect a person’s health in 1919, and what are those parallels in 2019? With 100 years in perspective, what solutions exist to create healthier communities? By exploring the history of Hoosier revolutionary Eugene V. Debs and the evolution of the public health profession, we want to spark a conversation that uses the past to help us understand the present.*

**What are the Humanities?**

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. Your application should outline the specific humanities-based disciplines you will use to explore the theme. Creating an event where people connect around their “humanness” is not using a humanities discipline.

- **ARTS**, *Stitched Up Power* (2017, POWER)  
*Engineering is a hard science, intent on solving problems while fiber artists create soul-moving works of art. What happens when these two forces are brought together? Each engineer involved in this event has defined what POWER is to them, from spiritual power to destructive power with telecommunications, electrical, and potable water sources in between. Fiber artists will use a wide variety of skills to bring those definitions and visions to fulfillment through the creation of new works of art. The two elements brought together invite the public to examine literal definitions of power interpreted through fiber arts.*

**The Arts**

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

**ARTS**, *Jewish and . . .* (2018, INTERSECTION)  
*The [Indianapolis Jewish Community Relations Council’s] partnership with Storytelling Arts of Indiana and IndyFringe will be instrumental in helping the program by providing workshops for the speakers to learn the art of storytelling. Through learning this technique our speakers will be able to captivate the audience in their personal journey of being "Jewish and...". The art of storytelling is based on being able to captivate the audience. The development of this skill will be used to connect the audience with their speakers to create an intimate connection. Through this art, the audience will feel the moving and compelling narratives of the speakers.*

- **RELIGION**, *OM: The Origin of All* (2020, ORIGINS)  
*The program provides context for OM as the original sound and the origin of being within Hindu faith expressions. Participants will engage their intellectual layer of being through a brief lecture and didactic discussion that describes OM in the Hindu traditions as well as sacred sound in other faith traditions (e.g., Celtic, Christian, etc.). Participants can also join an optional tour of the Hindu Temple to see where OM appears in the physical spaces at the temple.*

**Religion**

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

Sometimes congregations are brought on as collaborative partners, but religion/faith is not central to the audience experience. Having a congregational partner as a venue host or promotional partner is great! In terms of using religion as a vehicle to explore the theme, however, you will need to go deeper. Spirit & Place welcomes people of faith to bring their authentic selves to the conversation, however, the festival is not a space for proselytizing.

**Briefly share your back story. (750 characters)**

How did this idea and/or partnership emerge? What was your inspiration? What motivated you to apply for the Spirit & Place Festival?

- **Powerful Questions (2017, POWER)**  
*Centers for Working Families uses a service model called coactive coaching to help client families meet their goals. Asking, rather than telling, is at the foundation of the coactive model and powerful questions (a specific set of open-ended questions) are its cornerstone. In 2016, Southeast Community Services and its festival partner The Church Within started the Powerful Questions Project, an interactive printmaking project that takes client answers to powerful questions and turns them into fine art prints that are exhibited periodically, raising awareness of the issues our clients face and challenging viewers to consider the questions themselves. We want to tailor this process to the Spirit & Place Festival so that a wider audience can share in this experience.*
- **Ain't I a Woman? (2019, R/Evolution)**  
*The segregated women's movement left many women of color without the benefits gained by their white cohorts. A more unified approach has evolved, however, more needs to be done. We are looking at ways we can move forward and to achieve equality for all women. The only way we can move forward is to talk to each other, learn different perspectives, and find new ways of communicating with each other. The collaborating partners have met, and all agree that this work needs to be done in the community. The array of organizations involved in shaping this event [Indianapolis Propylaeum, Indiana Historical Society, Indiana Latino Institute, Indianapolis Jewish Community Relations Council, Indianapolis Women's Chorus, LWV of Indianapolis, Muslim Alliance of Indiana, The Exchange, Women 4 Change, Peace Learning Center, CICF, and Indiana Humanities] bring diverse perspectives, knowledge, and expertise to the planning process.*
- **Deep Roots (2020, Origins)**  
*I have found in conversations with multiple faith leaders that people yearn to find more meaning and ways to engage, particularly younger people who want to align their environmental and community work with their faith. One of the things I found compelling about working at KIB was the chance to integrate more with the faith community in Indianapolis. I believe that our work to conduct an interfaith tree planting ceremony in Garfield Park [ahead of the festival] will be a launching pad for additional work and this festival event will continue to build momentum. It will inspire people to make the communities around their respective institutions more inviting and hospitable. It will also provide a forum for people to better understand that regardless of faith, we share a desire to take care of the world for ourselves and for future generations.*

**Backstory**

The backstory portion of the application is a great place to share your motivation. Many successful applicants have used this section to further illustrate the collaborative nature of the event, their event goals, and/or how they see the Spirit & Place Festival as a space to launch a new idea or deepen existing relationships.

## Audience & Marketing\* (750 characters)

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

- The Evolution of Sci-Fi Fandom (2019, R/Evolution)  
*With all our groups combined, we have a large following to advertise to, and many of them will be unfamiliar with the [issues this event aims to bring attention to]. We will send emails to our mailing lists about the event, create a Facebook event and will share each other's posts about the event and panelists. We will post with increasing frequency as the event gets closer. We want to reach beyond our normal audiences and will post the event to Do317, Around Indy, NUVO, community calendars and send out press releases.*
- Since the Beginning(s), (2020, Origins)  
*Our intended audience includes adults interested in Native American art, histories and cultures; history buffs interested in local/regional histories; and lifelong learners drawn to hearing from people of various backgrounds and life experiences. We will promote the event via our partners along with our traditional means – members magazine, website, e-blast, Eventbrite, social media, etc. If we livestream or present the panel virtually, our audience could well reach beyond the local community and include anyone interested in Native American art, histories and cultures.*

### Know Your Audience

Saying an event is “for everyone” means you have created something that will attract working class families to single Millennials of all races, religions, neighborhoods, sexual orientation, and beyond. If you can do that ... teach me!

Rather, use this section to show the Selection Committee you know who your target audience is and give specific examples of how you will try to reach them.

### Promotions Reminder

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?

Use the Spirit & Place “PR Matrix” to plan your promotions. Talk to staff about how to draft a press release or post to community calendars. We are here for you!

## 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? No examples here. Just share why your idea is AWESOME!

## Final Application Tips

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

**Event Date or Date Range:** Events should occur between November 5 and 4PM on November 14, 2021.

**Event Time:** Be mindful of the time and day of your event. Will it work for the audience you hope to reach? How long is the event and does it offer a level of engagement people can and will commit to?

### **Collaborating Partner(s):**

- Depth of collaboration is more important than the number of partners.
- If tackling an issue 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.
- It is strongly recommended your collaborating partners verify their application information and provide input on the narrative.

**Audience Experience:** Paint a picture for the Selection Committee. What is 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.
- Trying to pack in too much. (Too many activities, too many panelists, too many options ...)
- Panelists/speakers only representing one side of an issue. We are not looking for debates, per se, but we do want to see how you will include varying perspectives.

### **Keep it focused**

Don't try to do too much. Focus on what you want to accomplish and design with intentionality.

### **Go deep rather than broad**

**Theme:** Be direct about the connection between the theme and your event and how the audience will experience your interpretation of the theme.

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

- **Arts:** What kind of prompts or questions tied to the theme are artists being asked to interpret?
- **Humanities:** Do not forget to reference the specific humanities-based discipline being used.
- **Religion:** Address how the event will reflect on or examine faith beliefs, practices, and/or traditions in relation to the theme.

## **Paying for All This**

Let's be honest. Creating an event for the Spirit & Place Festival takes a lot of time, energy, and, in some cases, money. We strive to make the festival accessible to all applicants and realize we must continue to find ways to support the community's work. Currently, Spirit & Place is unable to provide direct financial assistance.

We encourage applicants to find sponsors and donors for their projects. While you are not allowed to list funders as event partners, you may absolutely include their logos on promotional pieces, thank them publicly, and otherwise recognize their support.

You may also seek grant funding for your events and suggest investigating if any of these opportunities apply to your work.

### **Indiana Arts Commission**

The Arts Project Support Grant Program provides funding to Indiana 501(c)3 nonprofit organizations and public entities for a specific arts project or arts activity. Applicants may request up to \$5,000 and the deadline is March 4, 2021. Visit <https://www.in.gov/arts/programs-and-services/funding/arts-organization-support/> to learn more.

### **Indiana Humanities**

Action Grants may be applied for a rolling basis—due the last day of each month—up to \$3,000. These grants provide funds to develop and implement responsive and meaningful humanities programming. INCommon Grants (due Feb. 28 and Aug. 31, 2021) provide up to \$5,000 in funding for projects using the humanities to tackle social justice issues such as immigration, gentrification, institutional racism, housing inequity, and more. Learn more about these and other Indiana Humanities grants at <https://indianahumanities.org/about-grants>.

### **Higher Education**

If partnering with faculty or staff from a local university, ask about internal grants that may be applicable to your project.

### **Ask Us!**

Spirit & Place cannot promise it will know of any funding opportunities, but depending on the topic you are tackling, we may have some ideas and will try to help.

### Festival Partner Agreement.

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

	<b>Lead Partner</b>	<b>Collaborating Partner</b>
<b>Participation Fee</b>  <div style="background-color: yellow; padding: 2px; display: inline-block;"><b>NO FEE IN 2021!</b></div>		
<b>Festival Partner Meeting</b>	<b>Required attendance.</b> Lead partners MUST attend the 2021 festival partner meeting on July 15, 2021.  First time lead partners must also schedule a separate meeting with Erin Kelley before September 30, 2021.	<b>*Optional:</b> Attendance for collaborating partners is not required but encouraged.
<b>Promotions &amp; Marketing</b>	<b>Engage in promotions and coordinate efforts with Spirit &amp; Place and collaborating partners.</b> 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	<b>Distribute Spirit &amp; Place collateral.</b> ALL EVENT PARTNERS and VENUES must agree to: <ol style="list-style-type: none"> <li>1.) Place Spirit &amp; Place Festival yards on their property leading up to and during the festival. (Will be collected by Spirit &amp; Place.)</li> <li>2.) Distribute printed event calendars leading up to and during the festival.</li> </ol>
<b>Image Permission (jpg or tif, 300dpi)</b>	<b>Submit promotional images</b> including the language, “I, [insert name], represent and warrant that I am the copyright owner or have secured the rights from the copyright owner of the image “Image Title” and grant permission for use. The image should be credited as ....”	<b>*Optional:</b> Collaborating partners are welcome to submit images for consideration and must also include use permission language.

**Application Deadline: June 4, 2021**

**317-274-2462 or [ekkelley@iupui.edu](mailto:ekkelley@iupui.edu)**

[www.spiritandplace.org](http://www.spiritandplace.org)

<p><b>Event Registration</b></p>	<p><b>Comply with event registration requirements.</b> Partners are expected to create and manage their own event registration process, ideally using Eventbrite. All partners, regardless of registration platform, must include email permission language provided by Spirit &amp; Place as well the 2021 theme logo. RSVP links are due September 10.</p>	<p><b>Comply with event RSVP requirements.</b></p>
<p><b>Event Logistics</b></p>	<p><b>Lead partners guarantee:</b>            1.) The event is unique to the Spirit &amp; Place Festival and will not be repeated between August 1 and December 31, 2021 in Marion or contiguous counties (some exceptions apply)            2.) Events will begin with brief welcome remarks or materials provided by Spirit &amp; Place            3.) Audience will be verbally reminded to submit evaluations</p>	<p><b>Venue partner</b> agrees to coordinate a site visit prior to the festival (likely in September/October) to identify where Spirit &amp; Place branding materials and volunteers will be stationed (see below).</p>
<p><b>Volunteers</b></p>	<p><b>Spirit &amp; Place will send 2 to 3 festival volunteers who</b> will greet guests, maintain a sign-in sheet, distribute event calendars, and collect evaluations and yard signs. Spirit &amp; Place volunteers will not assist with set-up or tear-down activities.</p>	<p><b>A table, with tablecloth and chairs, should be in a high traffic area with Event Guides nearby.</b> Spirit &amp; Place volunteers will bring all other (branding) materials.</p>
<p><b>Post-Festival Requirements</b></p>	<p><b>Partner Survey &amp; RSVP Lists.</b> Lead partners must complete an online partner survey by Dec. 6, 2021 and provide event registration lists with emails.</p>	<p><b>All collaborating partners can help in this process</b> by keeping track of volunteer and staff hours devoted the event and by providing an estimate of event-related expenses to the lead partner.</p>