

Benchmark Dates (2021)

All dates are subject to *change*.

Applicant Meeting <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>	February 18 at 10AM and 4PM March 15 at 10AM and 4PM April 21 at 10AM and 4PM May – TBD Use this Google Form to sign up for festival updates.
Online Application Submissions Begin <i>Applications must be submitted via the online portal.</i>	April 5
Application Deadline (Portal Closes)	June 4 at midnight
Event Selection Notifications	Week of July 5
REQUIRED Festival Partner Meeting <i>All successful applicants to the festival must attend this general “next steps” meeting.</i>	July 15 <i>Target date. TBD if in-person or via Zoom. Either way, we will offer an AM and PM session.</i>
Extra Help & One-one-One Partner Meetings <i>First time festival partners <u>must</u> schedule a 1:1 meeting with the Program Director before Sept. 30.</i>	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
Event Logistics & Descriptions Review <i>Based on event application narratives and follow-up meetings, the Program Director will draft event copy for the Spirit & Place website and other promotional materials.</i> <i>Event essentials (title, date, time, location, etc.) MUST be finalized by JULY 30 which is also the withdrawal date from the festival.</i>	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 <i>If vacationing, please designate someone to approve materials.</i>
Event Material Deliveries	Mid-September and Late-October <i>Event calendars & yard signs will be delivered to lead partners, collaborating partners, and venues.</i> <i>Make sure your partners know & agree to this!</i>
Spirit & Place Festival Opening Night	Nov. 4
Spirit & Place Festival (Partner Events)	Nov. 5-14 (events must end by 4pm on Nov. 14)
Partner Survey & Registrant Email List Due	Dec. 6