

## Spirit & Place Festival: Application Prep Sheet

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

Before you begin your application, review the following to ensure you understand how various partners are defined.

- 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.

### Contact Checklist

You will be asked for a lot of REQUIRED logistical and contact information in the application. Use this outline to get organized.

- **Lead Partner**
  - Organization or Individual name:
  - Web address (Facebook Page if no web address):
  - First & Last Name:
  - Email:
  - Phone:
  - Address (city, state, zip code):
- **Collaborating Partner (this section must be completed for each partner)**
  - Organization or Individual name:
  - Web address (Facebook Page if no web address):
  - First & Last Name:
  - Email:
  - Phone:
  - Address (city, state, & zip code)
  - Nature of collaboration (select all that apply)
    - Design input, Content Expertise, Venue, Staff Support, Supplies, Promotions
  - Level of Commitment: All In, Possibly Interested, Haven't Contacted

- **Venue**

- In-Person, Virtual , or Hybrid?:
- Building name:
- Room name, if applicable:
- Address (city, state, zip code):
- Max. Capacity:
- Parking & entry instructions:
- Contact name:
- Contact email:
- Contact phone:
- Is the facility ADA compliant?

- **Talent** (i.e., speakers, presenters, ensembles, bands, etc.)

- Organization, ensemble, or individual name:
- Email:
- Website or Social Media:
- Event role:
  - Musician, Dancer, Spoken Word, Artist, Writer, Poet, Speaker/Panelist, Moderator, Conversation Facilitator, Other
- Level of commitment
  - All In, Possibly Interested, Haven't Contacted

**Event Basics:**

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

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

**Event Date or Date Range:**

Those hosting exhibits or multi-day gatherings will be given extra space to explain their dates & hours.

**Doors Open:**

**Event Begins:**

**Event Ends:**

**Cost:**

**Will food be served?**

**Is the event designed for youth participation?** If "yes," what age range?

**Will childcare be provided?**

**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 \_\_\_

*\*Events need to have more going on than an audience Q&A to classify as “interactive.”*

**Application Narrative**

**Short Description (250 characters)**

Be clear, direct, and engaging. What is this event? What can be expected?

**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.

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

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

**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. Remember to mention SPECIFIC disciplines or means of using these tools in your response.

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

Briefly share your backstory. What was your inspiration? Why did you reach out to the collaborating partners and/or talent you chose? How have you been inviting your partners and talent to think about the IDENTIFY theme?

**Audience & Marketing\* (750 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? Share why your idea is AWESOME!