

2022 Spirit & Place Festival Application Guidelines

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2022 Themes & Prompts

How we **IDENTIFY** and talk about ourselves, our communities, spiritual practices, artistic practices, and more frames how we walk in the world. Identifying one way or another expresses core and foundational aspects of our very being. Spirit & Place invites you to be a part of this year's festival by using the arts, humanities, and religion identify and explore the truth of who we are.

What do the **humanities**—history, literature, ethics, etc.—tell us about who has/had the power to shape how we identify? How might one's **faith** inform the way they walk in the world and identify with others? What do the **arts** reveal about us as individuals and society? How might a combination of these tools help us wrestle with what it means to adopt – or resist – new ways of identifying? How might they aid in a deeper recognition of what unites and divides us?

Using the arts, humanities, and religion, we hope you will creatively examine ways for the community to better see how our individual and collective are shaped by the ways in which we **IDENTIFY**.

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.*

Question Prompts, Event Ideas, & Resources

Questions

- What tools exist to aid in identifying and clarifying our civic and/or spiritual values?
- How do the arts, humanities, and religion help identify the truth of who we are?
- What does the language we use say about how we identify?
- How have identities changed over time? Based on whose definitions?
- What does it mean for an artistic practice that has historically identified one way (or with one teacher) to adopt a new perspective?
- How does identifying with a group create unity? How does it create division?
- What does it mean to claim a new identity?
- How do the arts allow us to express our identities and/or identify with others?
- How has faith shaped local (and global) identities?
- How are community and/or faith practices shaping—or resisting— new ways of identifying?
- How do artists and art-making help us identify action steps?
- If you walk through your neighborhood, can you identify who or what is missing from the landscape?
- Can you identify the links around you to the past, present and future?

Event Ideas

- Literally identify things! (Yes, we are okay with *literal* interpretations of the theme.)
 - Host a nature walk to identify plants and trees or humanities-based walk to identify architectural styles, neighborhood assets, etc.
 - Invite the community to an arts-education day where they learn to identify different artistic or musical styles.
- Have a great talk.
 - Engage the community in dialogue about what shapes their (individual and/or collective) identities.
 - Invite a guest speaker to talk about how they identify and how that shapes their artistic practice, spiritual life, or profession.
- Share research with a public audience.
 - What do we know and understand about the way language shapes identity?
 - How does recognizing a neighborhood's past lead to a stronger future?
 - How does fostering someone's artistic side create opportunities for healing?
- Explore faith.
 - Explore how people of faith identify through the music, text, and artwork sacred to their tradition.
 - Delve into how the bonds of faith have shaped local and global life.
- Mash-up the arts.
 - What happens when artists of different traditions create something new to forge a new identity?

Resources

[Using Poetry to Teach about Identity](#) and [Religion & Identity](#) from *Facing History and Ourselves* might spark some creative ideas as might a British perspective on [Identity Politics & Art](#) from the Tate Museum.

Research from the Pew Center on the average American's ability to [identify scientific principles](#) could be interesting in the festival as could a deep dive into the history of [photo ID laws](#) for voting.

We encourage you to be as creative as possible but remember the importance of tying your theme interpretation to the ARTS, HUMANITIES, and/or RELIGION.

2022 FESTIVAL TIMELINE

All dates subject to change

APPLICANT MEETINGS & DEADLINES	DATES & TIMES
<p>Applicant Meetings (Zoom) <i>Learn more about Spirit & Place, the festival application process, and meet others interested creating festival events. Although it is encouraged, attendance is optional and not required to apply to the festival.</i></p> <p><i>One-on-one meetings are available too! Email ekkelley@iupui.edu.</i></p>	<p>March 15 at 10am or 3pm April 4 at 10am or 3pm April 20 at 10m or 3pm</p> <p>Register via the Spirit & Place website.</p>
<p>Online Application Portal Opens <i>Applications must be submitted via the online portal.</i></p>	<p>April 1</p>
<p>Application Deadline (Portal Closes)</p>	<p>SUNDAY, MAY 8 at MIDNIGHT</p>
<p>Event Selection Notifications</p>	<p>Late June/early July</p>
FESTIVAL MEETINGS & WORKFLOW	DATES & TIMES
<p>REQUIRED Festival Partner Meeting <i>All successful applicants to the festival must attend this general “next steps” meeting which is offered twice.</i></p>	<p>July 11 & 12 <i>Times TBD</i></p>
<p>One-one-One Partner Meetings <i>Festival partners <u>must</u> schedule a 1:1 meeting with the Program Director before October 15.</i></p>	<p>July through October <i>Scheduled independently</i></p>
<p>Event Essentials & Image(s) Due <i>Accepted entries into the festival must confirm their essential event details (title, date, time, etc.) and supply a promotional image for Spirit & Place to use in print and online materials.</i></p>	<p>August 1</p>
<p>Event Copy Process & Review <i>Spirit & Place will draft event copy for the Spirit & Place website and Event Guide. Initial copy will be made available for comment in July and August. 48 hours will be given to review a PDF of the Event Guide before it goes to print.</i></p>	<p>August 22 – 24 <i>Event Guide PDF sent with edits due within 48hrs.</i></p>
<p>Event Registration Links Due <i>Partners must manage their own event registration system (e.g., Eventbrite) with links due in early September.</i></p>	<p>September 2</p>
<p>Event Material Deliveries <i>Event Guides will be sent to lead and collaborating partners as well as venues.</i></p>	<p>Mid- to Late September</p>
<p>Spirit & Place Festival</p>	<p>November 3–13</p>
<p>Partner Survey & Registrant Email List Due</p>	<p>December 2</p>

2022 Partner Benefits

COACHING SERVICES

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

WEBSITE FEATURES

Each festival event will be fully described at spiritandplace.org along with speaker bios and images/ photographs, if supplied.

E-NEWSLETTER FEATURES

Festival events are highlighted in the e-newsletter, which is distributed weekly to over 7,000 subscribers from September through the end of the festival.

PRINT PROMOTIONAL 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 for you to use to promote your event.

Yard Signs: Promotional yard signs will be placed outside event venues and other locations.

PUBLIC AND MEDIA RELATIONS

In partnership with Bohlsen Group, Spirit & Place promotes the festival and looks to garner media attention and coverage through the following tactics:

- Creating and distributing **press releases** announcing the festival theme, signature events and Award of Awesomeness nominees, as well as media alerts grouping festival events by specific categories
- Post *overall* festival dates to **community calendars**
- Contacting local, regional, and national media members about the festival to **generate interviews** and eventual media coverage for Spirit & Place spokespeople and event organizers

SOCIAL MEDIA FEATURES

Festival events will be featured on Spirit & Place social media platforms. Over 3,500 followers on Facebook and over 800 followers on Instagram. During the festival a daily spotlight is shown on everything happening that day.



PAID DIGITAL ADS

Through our partnership with Bohlsen Group, a unified marketing agency, each festival event will have their own set of personalized digital ads. Paid Digital ads will be placed on Facebook, Instagram and the Google network which will place the ads on websites that are about like topics. Google Ad examples are below.



EVENT EVALUATION

Spirit & Place distributes, collects, and summarizes audience evaluations for each event. A final report is prepared for each festival partner for you to review the insights for future events.

CAPACITY- AND COMMUNITY-BUILDING OPPORTUNITIES

Our various meetups, trainings, and workshops are designed to help you grow both within the festival framework and beyond.

Limitations & Restrictions

The Spirit & Place Festival is a celebration of arts, humanities, and religion in community life. It is a platform for experimentation and a space to cultivate new relationships, catalyze civic engagement, amplify unheard voices, and uncover community solutions. The festival is an inclusive arena that often delves into difficult dialogues while embracing the idea of “[adventurous civility](#).”

In other words, the festival is not a platform to preach to your choir, a podium from which to proselytize, a placeholder for existing events, or a mere marketing tool for your organization. Please read about [Spirit & Place’s values](#) to learn more.

Limitations and restrictions include:

- **Accessibility.** All events must be in handicap accessible venues unless the venue is a designated historical structure or an outdoor event. Event partners should make every effort to provide large font materials and other accommodations when requested.
- **No personal development workshops.** We are looking for community-focused events.
- **No research studies.** Scholars wishing to showcase their work within the festival are welcome, but the festival is not a site to conduct research. (Rule of thumb: If an IRB is required, the festival is not the best fit.)
- **No fundraising & limited fee-based events.** Fundraisers are not allowed, and free events are preferred. We recognized performing arts events, events with licensing fees, and those serving food must recoup cost through ticket sales.
- **Conflicting 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.** The festival begins the first Thursday of November featuring an opening event created by Spirit & Place. Partner events may be scheduled beginning the first Friday of November running through the second Sunday of November ending by 4pm. The festival closes with the Spirit & Place *Public Conversation* which begins no earlier than 4:30pm. Partners should be mindful of major events such as the **Monumental Marathon** and **Election Day** when choosing their event date.

Selection Criteria

- **Connection to the theme.** The theme should be central to what the audience will experience.
- **Understanding of Spirit & Place’s mission and commitment to using the arts, humanities, and religion.** 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.
- 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.
- **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.
- **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.
- **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.

The Spirit & Place “Oomph”

Selection Committee Members and Award of Awesomeness Judges often speak of whether an event has that special *oomph* the festival is known for. More than just being thought-provoking and unique, the *oomph* comes from creating a **shared community experience.**

The Selection Committee often gives **special preference** and highly ranks applications that provide:

- **"Never-before-seen" opportunities** that illuminate the theme.
- Dynamic and **interactive events.**
- **Diverse ideas, people, and organizations.**
- Creative endeavors that tap into people’s passions and to inspire them to be more **engaged.**
- **Collaborations** based on 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 & Other Funding

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 should 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 exploring opportunities with organizations such as the Indiana Arts Commission and Indiana Humanities.

To provide some measure of support (and incentive!), Spirit & Place provides a \$1,000 Award of Awesomeness at the conclusion of the festival 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. Depending on available funding, Spirit & Place will try to make runner-up awards available.

SPIRIT & PLACE FESTIVAL AWARD OF AWESOMENESS WINNERS

2016: Riverside Speaks! Past, Present, and Future

Riverside Speaks! celebrated the Riverside community with a “pop-Up museum,” historic recreations and performances, and a church and home tour. Presented by Ebenezer Baptist Church, Indiana Historical Society, Riverside Reunion, Indiana Humanities, Kenyetta Dance Company, and Insight Development Corp.



2017: Break the Chains Off! History of Hip Hop in Power & Resistance.

This event celebrated local artists and others by walking through hip-hop history and examining issues of community empowerment using live musical performances and youth-led discussion. Presented by All317HipHop.

2018: Explore Art-omotive!

Participants delved into the relationship between art, design, and the history of automobiles at this family-friendly event. Presented by Ivy Tech Community College, Ivy Tech Automotive Garage, Indianapolis Motor Speedway Museum, Social Sketch Indy, and Marian University.



2019: (W)rites of Passage: Moving Beyond Incarceration

Currently and formerly incarcerated men and women shared their perspective through readings that explored life beyond incarceration. How does one “evolve” beyond the walls? And what do you do to grow as a person within the walls? Presented by Inside Out Prison Exchange Program, Indiana Prison Writers Workshop and Indiana Women’s Prison History Project.

2020: OM—The Origin of All

In the Hindu tradition, OM is the original harmonious sound—a manifestation of Spirit. OM explored the origin of this sacred sound and its physical, energetic, emotional, intellectual, and spiritual layers through discussion, chant, meditation, and reflection. Presented by the Hindu Temple of Central Indiana and the Santosha School.



2021: Truthsgiving: Using Food to Dismantle a Colonial Myth

Eiteljorg's *Truthsgiving* featured cooking demonstrations and more to explore why romanticized versions of Thanksgiving are harmful to Native Peoples. Featuring Jonathan James-Perry (Aquinnah Wampanoag) and Navajo food journalist Andi Murphy, the event was also presented by the Native American Educational Cultural Center and Indiana Native American Indian Affairs Commission.

Application Tips

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

Accurate Title: Don't overpromise or overextend what the event will provide. If the event is about broccoli, don't use a title indicating people will learn about all vegetables.

Event Date or Date Range: Events should fall between November 4 and 4pm on November 13, 2022.

- Thursday, Nov. 3 is reserved for Spirit & Place's opening night event
- Saturday, Nov. 5 is the Monumental Marathon
- Tuesday, Nov. 8 is Election Day
- Sunday, Nov. 13 *after 4pm* is the closing Spirit & Place Public Conversation

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 with too many activities, panelists, and options. **Keep it focused! Go deep rather than broad.**
- 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.
- Event goals tied to promoting an organization or agenda rather than building a sense of community.

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. Events citing “creating human connection” DO NOT meet the selection criteria.
- **Religion:** Address how the event will reflect on or examine faith beliefs, practices, and/or traditions in relation to the theme.

Narrative Examples

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
Truthsgiving: Using Food to Dismantle a Colonial Myth
- If using a standalone title, make it fun and intriguing.
B-Movies & Bad History
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*

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)

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 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.

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.

- **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.

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 us!

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.

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!

Red Flags

“Red Flags” the Selection Committee will give lower scores on include:

Wish Lists. Do not list collaborating partners, speakers, or other talent with whom you have not spoken! The application is not a wish list of people and organizations you would like to work with if selected. Rather, you should only list those—even if not 100% committed—have expressed an interest in being involved.

Outside Your Lane. Look for partners who round out deficits in your proposed event and/or bring in a unique point of view, especially if you are tackling a topic outside your mission area. 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.

Transactional Collaborations. The strongest collaborations are co-creative with partners involved in the early design stages and/or providing content expertise. Spirit & Place staff and the Selection Committee realize developing the relationships needed to secure venue space, staff support, and supplies is also important (time-consuming) work. Collaborations that appear transactional or “in name only,” will be scored low.

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?

**An event welcoming to youth is not the same as one DESIGNED specifically for youth because they are the targeted audience. Be mindful of this difference when answering this question.*

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!

2022 Spirit & Place Festival Partner Agreement

	Lead Partner <i>*Spirit & Place's main point of contact for an event.</i>	Collaborating Partner <i>*Community partners working with the Lead Partner.</i>
Festival Partner Meeting	<p>Required attendance. All <u>lead</u> partners must attend a “next steps” meeting after festival announcements are made. (Tentative dates: July 11 or 12). Partners must also schedule a separate meeting with Erin Kelley before October 15.</p>	<p>Optional: Attendance for collaborating partners is not required but encouraged.</p>
Promotions & Marketing	<p>EVERYONE must engage in intentional marketing efforts for the festival to be a success.</p> <ol style="list-style-type: none"> 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. 5.) Keep Spirit & Place in the know with your press releases and/or media pitches. 6) Distribute Spirit & Place event guides. 	<p>At a minimum, collaborating partners, including venue partners, must:</p> <ol style="list-style-type: none"> 1.) Distribute event guides leading up to the festival. 2.) Allow Spirit & Place to position promotional yard signs on their property. (Will be collected by Spirit & Place.) 3.) Utilize their own email lists and networks to promote the event.
Image Permission (jpg or tif, 300dpi)	<p>Submit promotional image(s). Images should be submitted by the deadline along with the following language:</p> <p><i>I, [insert name], represent and warrant that I am the copyright owner or have secured the rights from the copyright owner of the image “Insert Image Title” and grant permission for use. The image should be credited as ...[include credit/citation if needed].</i></p>	<p>Optional: Collaborating partners are welcome to submit images for consideration and must also include use permission language.</p>

<p>Event Registration</p>	<p>Manage event registration. Registration for all festival events is required and partners are expected to create and manage their own event registration process (e.g., Eventbrite). All partners, regardless of registration platform, must include email permission language and send the registration link to Spirit & Place by September 2.</p>	<p>Comply with event RSVP requirements.</p>
<p>Event Logistics</p>	<p>Lead partners guarantee: 1.) The event is unique to the Spirit & Place Festival and will not be repeated between August 1 and December 31, 2022 (some exceptions apply). 2.) Partners will root their events in the festival by using opening talking points, PowerPoint, and/or video provided by Spirit & Place. 3.) Audience will be verbally reminded to submit evaluations at the end of the event.</p>	<p>Venue partners agree 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).</p>
<p>Volunteers</p>	<p>Festival Volunteers. Spirit & Place will send 1 to 2 volunteers to all events where they need a welcome table to greet guests, maintain a sign-in sheet, distribute event guides, and collect evaluations and yard signs. Spirit & Place volunteers will not assist with set-up or tear-down activities.</p>	<p>A table, with chairs, should be in a high traffic area with Event Guides nearby. Spirit & Place volunteers will bring all other (branding) materials.</p>
<p>Post-Festival Requirements</p>	<p>Partner Survey & RSVP Lists. Lead partners must complete an online partner survey by Dec. 2, 2022 and provide event registration lists with emails.</p>	<p>Collaborating partners DO NOT complete the Partner Survey. While they might need to help the Lead Partner collect certain data, only the Lead partner should submit a final survey.</p>