

## 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](http://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.