

Application Tips for 2023

Memorable Title: Titles should be evocative of the event experience and easy to remember. If your title has two parts, the first half should be memorable and the second descriptive. If using a standalone title, make it fun and intriguing. Always remember: Brevity is best!

- *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*
- *B-Movies & Bad History*
- *Hummus & Happiness*
- *The Score Awakens*

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. Keep your title focused.

Event Date or Date Range: Events should fall between November 3 and 4pm on November 12, 2023.

- Thursday, Nov. 2 is reserved for Spirit & Place's opening night event
- Friday, Nov. 3 is a "First Friday"
- Saturday, Nov. 4 is the Monumental Marathon
- Tuesday, Nov. 7 is Election Day
- Sunday, Nov. 12 is the last day of the festival with events needing to end by 4pm

Event Time and Duration: Be mindful of the time and day of your event. A family event on a Tuesday night might work for you, but likely won't appeal to families. Think about your audience and what works for them. This includes respecting their time! Events of more than 90—120 minutes in duration can be fatiguing and, increasingly, harder to get an audience excited to attend. ***Unless you are planning a workshop or come-and-go style event, Spirit & Place recommends events that last no longer than 2 hours.***

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.
- Ask your collaborating partners to 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 event actually is or what the audience will experience.
- Packing in too many activities, panelists, and options. **Keep it focused! Go deep rather than broad.**

- Panelists/speakers who only represent 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.
- **Religion:** Address how the event will reflect on or examine faith beliefs, practices, and/or traditions in relation to the theme.