

Updated 1/31/23

Spirit & Place Festival: Application Prep Sheet

Note: The online application might vary slightly from what is presented below, but this sheet will be a HUGE help in getting you ready to apply.

Who's Who and What's What?

Before you begin, 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 forwards important information to their collaborating 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

A lot of logistical and contact information is REQUIRED. Contact Spirit & Place with questions. When it comes to your collaborating partners, **please do not guess addresses or social media links**. Ask your partners for help completing the background information you will need to provide. If they don't have a website or social media presence, enter "NA."

Social media URL examples based on Spirit & Place's social media:

Facebook URL: www.facebook.com/SpiritandPlace

Instagram URL: www.instagram.com/spirit_and_place/

Twitter URL: <https://twitter.com/spiritandplace>

- **Lead Partner (main point of contact with Spirit & Place)**
 - Organization Name ("NA" if independent):
 - First & Last Name:
 - Email:
 - Phone (work/office):
 - Phone (cell):
 - Address (city, state, zip code):
 - Website:
 - Facebook URL:
 - Instagram URL:
 - Twitter URL:
 - Preferred/Most Used Social Media Platform (ex: Facebook):

- **Collaborating Partner (this section must be completed for EACH partner)**

- Organization or Individual name:
- First & Last Name:
- Address (city, state, & zip code):
- Email:
- Phone:
- Website:
- Facebook URL:
- Instagram URL:
- Twitter URL:
- Nature of collaboration (select all that apply)
 - Event Design ___ Staff Support___
 - Content Expertise___ Supplies ___
 - Hosting/Venue ___ Promotional Support ___
- Level of Commitment
 - All In ___
 - Possibly Interested ___
 - Haven't Contacted ___ ***RED FLAG.** [Click here.](#)

- **Venue**

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

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

- Featured organization, ensemble, or individual:
- Email:
- Website:
- Facebook URL:
- Instagram URL:
- Twitter URL:
- Event role/talent:
 - Musician ___ Writer ___
 - Dancer ___ Speaker/Panelist ___
 - Spoken Word/Poet ___ Moderator ___
 - Artist or Writer ___ Conversation Facilitator ___
 - Other (describe) ___

- Level of commitment
 - All In ___
 - Possibly Interested ___
 - Haven't Contacted ___ ***RED FLAG.** [Click here.](#)

- **Media & PR Info (Who will we coordinate possible media interviews with?)**

- Media Contact Name:
- Media Contact: Email:
- Media Contact Phone (cell preferred):

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.

Event Begins:

Event Ends:

Cost:

Will food be served? (Y/N)

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

Will childcare be provided? (Y/N)

Will the event have an ASL interpreter? (Y/N)

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 ___ |

**Workshops should provide skill-building activities. If an audience is sitting and listening multiple speakers, that's a conference not a workshop. The festival is not a good fit for conferences.*

**We urge you to keep panels to 3 to 5 people maximum, including the moderator.*

**Family events are DESIGNED for families with children. They are your target audience.*

**Community Conversations must involve the community; they get to talk as much as the formal speakers.*

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

Application Narrative (See [Application Narrative Examples](#))

Short Description (250 characters)

Be clear, direct, and engaging. Think of this section as you would an enticing community calendar listing.

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 will you use the HUMANITIES to tackle this year's theme and engage your audience? (750 characters, if the humanities are relevant to your event. Otherwise, enter "NA.")

How will you use the ARTS to tackle this year's theme and engage your audience? (750 characters, if the arts are relevant to your event. Otherwise, enter "NA.")

How will you use RELIGION to tackle this year's theme and engage your audience? (750 characters, if religion is relevant to your event. Otherwise, enter "NA.")

Briefly share your back story. (750 characters)

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! This is also a space to squeeze in any additional information you think the Selection Committee need to know.