

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 handles**. 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."

- **Lead Partner (main point of contact with Spirit & Place)**
 - Organization Name ("NA" if independent):
 - First & Last Name:
 - Email:
 - Phone:
 - Address (city, state, zip code):
 - Website:
 - Preferred/Most Used Social Media Platform (ex: Facebook):
 - Facebook Page Name:
 - Instagram Name:
 - Twitter Handle (ex: @spiritandplace):
- **Collaborating Partner (this section must be completed for EACH partner)**
 - Organization or Individual name:
 - First & Last Name:
 - Email:
 - Phone:
 - Address (city, state, & zip code):
 - Facebook Page Name:

- Instagram Name:
- Twitter Handle (ex: @spiritandplace):
- 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.)
 - Featured organization, ensemble, or individual:
 - Email:
 - Website:
 - Facebook Page Name:
 - Instagram Name:
 - Twitter Handle:
 - Event role/talent:
 - Musician, Dancer, Spoken Word, Artist, Writer, Poet, Speaker/Panelist, Moderator, Conversation Facilitator, Other
 - Level of commitment
 - All In, Possibly Interested, Haven't Contacted

- **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 are you using the arts/humanities/ religion to tackle the theme and engage your audience? (750 characters per category)

The online form provides one text box per civic tool. Use only those that apply. Regardless of the civic tool used, your intentionality matters most. Mention SPECIFIC ways you plan to use these tools.

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!