

## 2023 FESTIVAL PARTNER BENEFITS

### COACHING SERVICES

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

### EQUIPMENT LOANS

Spirit & Place has a portable sound system (speaker and two hand-held wireless mics) and an OWL 360 Meeting Pro Camera partners may borrow on a first-come, first-served basis for their events.

### 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 more than 8,000 subscribers from September through the end of the festival.

### PRINT PROMOTIONAL MATERIALS

- **Calendar of Events and Event Guide:** Printed collateral distributed at community events, festival event venues, and partner locations leading up to and during the festival.
- **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 and Award of Awesomeness nominees, as well as **media alerts** grouping festival events by specific categories.
- Posting overall festival dates to **community calendars**. (Event partners are urged to post individual events.)
- Contacting local, regional, and national media members about the festival to **generate interviews** and eventual media coverage for Spirit & Place spokespeople and event organizers.
- Designing and paying for **digital ads on Google and Facebook** for ALL festival events!!!

**SOCIAL MEDIA FEATURES**

Festival events (by group) will be featured on Spirit & Place social media platforms and shared with more than 4,000 Facebook followers and 1,000 people on Instagram. During the festival a daily spotlight is shown on everything happening that day.



**Nov. 13**

**Blue Like Me: Identity Exploration with Siona Benjamin and Rabbi Sandy Sasso**  
 @ 2:00 to 4:00 pm ET  
 ARTHUR M GLICK JCC – LAIKIN AUDITORIUM

**27th Annual Spirit & Place Festival Public Conversation: American Identity**  
 @ 4:30 to 6:00 pm ET  
 VIRTUAL EVENT  
 Features: Historian, Kathleen Belew, Religious Scholar, Stephen Prothro and Former White House Staffer, Carrie Twigg.

**IDENTIFY**



**FAMILY-FRIENDLY EVENTS**

**Celebrating and Remembering Family: Día de los Muertos**  
 November 4 @ 4:00 to 5:30 pm ET  
 VIRTUAL & BARTHOLOMEW CO. PUBLIC LIBRARY


**Between Society and Self/Entre la Sociedad y uno Mismo**  
 November 4 @ 6:30 to 8:30 pm ET  
 CHRIST CHURCH CATHEDRAL

**Weaving the Web: Circling into Community**  
 November 5 @ 12:00 to 2:00 pm ET  
 GARFIELD PARK ARTS CENTER

**IDENTIFY**

**PAID DIGITAL ADS**

In addition to posts shared on Spirit & Place’s social media channels, through our partnership with Bohlsen Group, festival events will receive paid advertising support on Google with individualized ads as well as grouped Facebook and Instagram ads.



*Spirit & Place Festival*

**Coming Through the Other Side: Changes in Schools and Communities**

PANEL DISCUSSION /VIRTUAL

**THURSDAY NOVEMBER 11 7-8:30PM**

**RSVP NOW**



**IUPUI**  
 SCHOOL OF LIBERAL ARTS  
 Spirit & Place



*Spirit & Place Festival*

**TELL ME WHAT YOU EAT AND I'LL TELL YOU WHERE YOU ARE FROM**

FAMILY-FRIENDLY & INTERACTIVE CONVERSATIONS

**SATURDAY, NOV. 5 6:30-8:30PM**

MOTW Coffee & Pastries  
 4873 W. 38th St.

AWESOMENESS NOMINEE



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 Spirit & Place

### **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. Trainings in 2023 tentatively include an Eventbrite 101 and Social Media Essentials training.