

Spirit & Place Festival Application Tips

Memorable Title: Brevity is best! 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.

- *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*

Accuracy: Don't overpromise or overextend what the event will provide. If the event is about broccoli, don't create a title or event summary indicating people will learn about all vegetables. Keep things focused.

Event Date or Date Range: Events should fall between the first Friday and the second Sunday of November ending no later than 4pm. Be mindful of the Monumental Marathon and Election Day.

Event Time and Duration: Carefully consider 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):

The depth of collaboration is more important than the number of partners. It shows when collaborating partners have not been asked to verify their information, intentions, or been asked to provide narrative input. It is also important you **know your lane**. 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.

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 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 and/or reflect on it.

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:** Mention 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.