

SPIRIT & PLACE FESTIVAL PARTNER BENEFITS

\$200 EVENT STIPEND

Each event accepted into the festival will receive a \$200 stipend to help with event programming costs. Funds are payable no earlier than mid-August and no later than October.

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 festival 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 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 7,000 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") flier templates for you to use to promote your event.

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 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.

SOCIAL MEDIA ADS & FEATURES

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



Additionally, Spirit & Place designs and pays for **Facebook carousel ads** and **Google ads** for all events. (Specific social media ad categories and strategies are subject to change.)

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.