



# Application Guidelines for 2012 Spirit & Place Festival

**Festival Dates:** November 2-11, 2012

**Festival Theme:** PLAY

Table of Contents	Page Number
<a href="#">What is the Spirit &amp; Place Festival?</a> .....	2
<a href="#">Why should we host an event?</a> .....	2
<a href="#">What's the theme of PLAY all about?</a> .....	3
<a href="#">What types of events is the festival seeking?</a> .....	4
<a href="#">What are steps for successful program development?</a> .....	5
<a href="#">What will the online application require?</a> .....	6
<a href="#">What does the Spirit &amp; Place Festival do for us?</a> .....	7
<a href="#">What are we required to do?</a> .....	9

## Appendices

	<a href="#">New for Partner Organizations in 2012</a> .....	10
	<a href="#">Event Planning &amp; Design (Optional Worksheet)</a> .....	11
	<a href="#">Quotes on "Play"</a> .....	12
	<a href="#">Spirit &amp; Place Belief Statements</a> .....	14
	<a href="#">Signature Event Partner Info</a> .....	15

### Deadlines

Item	Due by	Notification by
Signature Series proposals (info on <a href="#">page 15</a> )	Jan. 27	Feb. 3
Optional review of 500-word narrative for application	Feb. 24	Mar. 2
<b>Application Deadline</b> (form online at end of January)	<b>Mar. 9</b>	<b>End of April</b>



### Resources & Workshops

Event Planning & Design (Optional Worksheet)	<a href="#">See page 11</a>
Quotes on PLAY (2012 theme) to inspire you.	<a href="#">See page 12</a>
Request help with program design, identifying collaborators, facilitating collaborator meetings, etc.	<a href="mailto:pbhinkle@iupui.edu">pbhinkle@iupui.edu</a>
Request help with application guidelines and online application.	<a href="mailto:gillesj@iupui.edu">gillesj@iupui.edu</a>
<b>How to Create an Inspired Event – Free Workshop</b> Review guidelines, theme, learn how to craft a festival program. Friday, January 27, 2012 – 9:00am-noon IUPUI Campus Center, Rm 405, 420 University Blvd.	RSVP <a href="#">here</a>

## IMPORTANT:

- **Late applications will NOT be accepted.**
- **All applicant events must take place between November 4 and 10 (except Signature Events; see page 15).**

**Applications are due March 9, 2012.**

**Questions? Call 317-278-3623 or email [gillesj@iupui.edu](mailto:gillesj@iupui.edu)**

## What is the Spirit & Place Festival?

Held annually in November since 1996, the award-winning Spirit & Place Festival is a collaborative community project that harnesses the civic and creative energy needed to make Central Indiana a desirable place to live, work, and play. Our mission is to serve as a catalyst for civic engagement through creative collaborations among the arts, humanities, and religion.

Managed by The Polis Center, a unit of the IU School of Liberal Arts-IUPUI, the Spirit & Place Festival grew out of a multi-year project conducted by Polis in the 1990s that examined the relationship between “spirit” and “place.” Indiana natives Kurt Vonnegut and Dan Wakefield, along with John Updike, were invited to speak at Clowes Memorial Hall in 1996 through a collaboration with Butler University. Engaged in a “public conversation,” rather than a keynote speech, this lively presentation was augmented with literary readings and discussions hosted by 10 other organizations that same weekend—and so began the model for the Spirit & Place Festival.

Today, the Spirit & Place Festival brings together over 100 community institutions to create “never-seen-before” programs that inspire 20,000 people annually to think and act differently on behalf of their communities. Through 40+ events—panel discussions, performances, inter-generational gatherings, workshops, exhibits, poetry readings, plays, lectures, and more—the Spirit & Place Festival generates critical social capital by connecting disparate people and organizations, mobilizing innovative ideas, engaging local and national talent, and igniting transformative change.

Our distinctive grassroots model, which invites community organizations to express an annual theme through original programming, is without peer—there no festival like Spirit & Place Festival in the U.S. The festival’s community-empowering framework is being explored by cities ranging from Toledo, Ohio, to Cologne, Germany, as a powerful mechanism for exploring, challenging, and celebrating the values that animate community life.

### Participating Organizations

*Since 1996, 600 distinct entities have participated.*

- Art museums
- Businesses
- Chambers of commerce
- Civic groups
- Community centers
- Congregations
- Dance companies
- Environmental agencies
- Health agencies
- Human service agencies
- Historical museums
- Humanities institutions
- Libraries
- Literary organizations
- Musical ensembles
- Neighborhood groups
- Performing halls
- Schools
- Senior centers
- Social service agencies
- Sports/Fitness Groups
- Theatres
- Universities
- *And many more*

## Why should my organization host a festival event?

Festival participation helps your organization:

- Build institutional and interdisciplinary partnerships.
- Develop skills for effective collaboration, program design, and social media (via workshops, online resources and consulting support)
- Create conversation around ideas that matter to your organization and stakeholders.
- Demonstrate your commitment on civic issues to community stakeholders.
- Deepen relationships with current audiences and build new audiences

The Spirit & Place Festival has been the catalyst for the creation of new nonprofits, new study groups, new initiatives and resources, and more. A 2010 organization said: “This was such an amazing experience. Participating has opened up a lot of doors and conversation both internally and externally. Thank you!” Overall, 95% of participating organizations typically report that festival participation was good for their organization.



## What's the theme of PLAY all about?

*The truly great advances of this generation will be made by those who can make outrageous connections, and only a mind which knows how to play can do that.*

Nagle Jackson, playwright and director

The word “play” comes to us from two West Germanic languages: the Old English word *plegian* (to exercise, frolic, or perform music)—and the Middle Dutch word *pleyen* (to rejoice, to be glad).

“Play” is something that calls us to be more than we are; that tells us to wake up and not take our self so seriously; that allows us to discover the more profound sense of who we might be.

Rev. Don Beaudreault

Human beings are born to play. Through play, we exercise the mind, the body, and the spirit. We play to relax and to escape. We play to energize and to connect. We play to forget and to remember. We play to express the sacred and the profane. We play to celebrate and to laugh.

When we play, we explore, discover, and question the world around us. Through play we develop the skills and characteristics we need to live in community with one another: problem-solving, imagination, resilience, risk-taking, trust, cooperation, and more.

“All work and no play make Jack a dull boy,” says the proverb. Without play, Jack (or Jill) is bored and boring. And without play our communities are uninspired, fractured, and joyless.

But play is in peril. Americans are working longer hours than they did 25 years ago, and many adults lost the play instinct somewhere between childhood and adulthood. Children have more societal permission to play, but even this freedom is at risk as recess is being reduced in many schools. Other factors—less access to playgrounds and parks, more access to multimedia games, the rise of structured play over free play, the legacy of a Puritan work ethic, and admonitions about “idle hands”—diminish the value of play and rob us of its benefits.

The 2012 Spirit & Place Festival will explore how play contributes to our physical, emotional, social, and community well-being. Key questions for program designers to consider:

- What opportunities or challenges does your community, profession, sport, congregation, school, or organization face in regards to play?
- What do humanities, art, and/or religion tell us about the cultural perceptions and challenges of play?
- How do our social, cultural and religious perceptions of play shape the environment/policies/practices of education, health, religion, community development, business, politics, etc. (and vice versa)?

### Possible Play Topics

- 10-Minute Plays (theatre)
- Comedy
- Cooperation vs. Competition
- Community Sings and Bands
- Extemporaneous Preaching
- Flow
- Free Play vs. Structured Play
- Games that Build Community
- Gaming and Health
- Games of Chance
- Improvisation in the Arts
- Innovation & Experimentation
- Jokes and Riddles
- One-Minute Plays (theatre)
- Place-based games
- Play Therapy
- Play and Character Building
- Play Spaces: Parks and Playgrounds
- Role-Playing
- Sacred Storytelling
- Sports
- Street Games
- The Flash Mob Phenomenon
- Video Games & Violence
- Word games
- Worship Arts



- What literary works, films, visual art, music, dance, theatre and other art forms illuminate our perceptions about play, and how can we use these forms of expression to help audiences gain an understanding of the role of play in our lives?
- How can you use play to bring diverse groups together? Different faiths? Different neighborhoods? Different cultures?
- How can play bring fresh interpretations and solutions to the challenges that confront us here in Central Indiana or in society at large?
- How can your program generate a sense of playfulness?

### What types of events is the festival seeking?

We want breath-taking creativity and "never-seen-before" programs that illuminate the annual theme. We want dynamic and interactive programs that engage the senses. We want events that bring together diverse ideas and people. We want people to walk away from your event with the ability to change their life and the life of their community.

**Selection Criteria:** Events are reviewed by a diverse panel of community members and selected according to the following criteria.

1. **Theme-Centered:** The connection to the theme should be central to what audiences will learn and experience.
2. **Originality & Creativity:** Events should offer inventive approaches that promise fresh insights or new perspectives. Consider innovative program formats, creative partnerships, unique venues or presenters, etc.
3. **Opportunities for Civic Engagement:** Events should highlight issues of local importance, build community, and inspire reflection and/or action when possible. Consider: How will your event allow for the expression of multiple viewpoints? How will your event prompt us to think and act differently? How can your event live beyond the festival?
4. **Opportunities for Audience Interaction:** Events should engage the senses and provide opportunities for audience participation/engagement immediately before, during, and/or after the event. How can your program integrate playfulness?
5. **Strength of Collaboration:** Applicants are required to collaborate with at least one other external institution.<sup>1</sup> Interdisciplinary collaborations—those *between* rather than *within*—the arts, religion, and humanities are preferred.
6. **Consistent with the Spirit & Place Festival Mission:** Spirit & Place Festival engages the arts, humanities, and religion in collaborative action to promote civic engagement, respect for diversity, thoughtful reflection, public imagination, and enduring change in the communities where we live. Read our belief statements on page 14.

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<sup>1</sup> Institutions which can demonstrate their collaborative/inclusive nature by charter or practice, or which cannot form partnerships because of the terms of their funding or other condition beyond their control, may be exempt from this requirement. Please contact festival staff prior to the application deadline if you believe your organization is exempt.

**Special Preference** will be given to events that:

- are interdisciplinary (combining the arts, religion, and humanities)
- target youth, young adults, and minority populations, including racial/ethnic groups, religious groups, disabled individuals, and other under-served populations.

## Other Key Policies

- 1) Spirit & Place Festival does not accept personal development workshops.
- 2) **Fundraising Events:** Spirit & Place Festival discourages fundraising events, unless there is a strong programmatic link. Typically, 75% of festival events are free of charge. We recognize that most performing arts events must recoup costs through ticket prices.
- 3) **Conflicting event dates:** When events appealing to the same audience are scheduled for the same time (e.g., two classical music events), applicants may be asked to consider re-scheduling their events to a different time slot. If this is not possible, the Event Selection Committee will choose the stronger event.
- 4) **Date Restrictions:** Your events MUST take place between Sunday, November 4 and Saturday, November 10.
- 5) **Accessibility:** All Spirit & Place Festival events must be held in handicap accessible venues.
- 6) **Event Fees:** Accepted applications will be invoiced a fee of \$400. (New this year: No fee is required at the time of application.) Organizations with multiple occurrences of the same event, e.g. three performance of the same play, pay only one fee of \$400. A full refund will be provided for accepted events that withdraw by July 1, 2012. No refunds will be issued after July 1, 2012.

## What are the steps for successful program development?

The path to successful program creation/acceptance is as diverse as the festival events themselves...some are the product of months of collaboration and preparation and some result from a single person's imagination within 48 hours of the deadline. Here's what we'd recommend:

- 1) Review the theme description on page 3.
- 2) Develop one or more ideas.
- 3) Call Festival Director Pam Blevins Hinkle (317-278-2644) to discuss. She can provide guidance and connect you with collaborators.
- 4) Identify and gather potential collaborative partners to refine your idea and create buy-in.
- 5) Attend the **How to Create an Inspired Event** workshop--invite your collaborators, too. (See page 1 for date.)
- 6) Complete the optional Event Planning Worksheet (page 11) in partnership with your with collaborators.
- 7) Submit a draft of your 500-word narrative to the festival director ([pbhinkle@iupui.edu](mailto:pbhinkle@iupui.edu)) by Friday, February 24th for review prior to the application deadline of March 9. Summarize your program in

### Important Tip:

**Keep your program focused.**  
In the drive to match the selection criteria, some applicants make the mistake of trying to do too much for too many audiences.



the first paragraph, explain what people will do or see, make a clear link to the theme, and articulate the opportunities for civic reflection/engagement.

- 8) Enter your online application well before the deadline to avoid last minute snags.

### What will the online application require?

The online application form (available at [spiritandplace.org](http://spiritandplace.org) in late January) will require the following:

**500-word event description**

Summarize your program in the first paragraph, explain what people will do or see, make a clear link to the theme **Play**, and articulate the opportunities for civic reflection/engagement. Do NOT include information on collaborators or non-festival related components. This description will NOT be published.

**Primary organization information**

Includes lead organization name and address, mission statement, contact information (phone and email) for primary and secondary event contact person, CEO, social media info, and media contacts. **The Primary organization is accountable for event details and application payment to Spirit & Place Festival for the festival event.** Please note that applicants must have an email address for the event contact/organizer.

**Event schedule and venue information**

Includes date(s), start/end time(s), and location(s). All venues must be handicap accessible.

**Registration Information**

Includes ticket prices (if applicable), ticket websites/outlets, pre-registration dates, and public websites/phone/email information.

**Presenter Information**

Includes names, bios, contact info, photo, social media info, and press info for your event presenters. Presenter photos will be published on our website with the bio.

**Event Photo** (optional, but strongly recommended);

Spirit & Place Festival will publish one image per event (no logos or event posters) in the festival magazine and on the festival website. We especially encourage dynamic or creative images that will draw attention to your event.

#### About Photos

- Photos are due at the time of application.
- Photographs of minors will not be accepted unless parental permission forms are provided to Spirit & Place Festival.
- Applicants selected for festival participation grant permission for Spirit & Place Festival to distribute images to media and to use them on our website and in selected print materials. Please submit one high resolution image (300 dpi; jpg, tif, or gif file)

**Collaborating Institution(s) Information.**

Applicants are required to collaborate with at least one other community organization (not individual) outside their own institution<sup>2</sup>. **Please contact your collaborating organization(s) in**

<sup>2</sup> Institutions which can demonstrate their collaborative/inclusive nature by charter or practice, or which cannot form partnerships because of the terms of their funding or other condition beyond their control, may be exempt from this requirement. Please contact festival staff prior to the application deadline if you believe your organization is exempt.





New connections. New directions.

**advance of submitting your festival application.** When you submit your application, an email will be sent to the collaborator(s) requesting confirmation of your partnership.

## What does Spirit & Place Festival do for us?

### FREE TRAINING, RESOURCES, AND PROGRAM SUPPORT

**We're committed to supporting you in creating fabulous programs.** Festival Partners and collaborating organizations have access to many resources including:

- How to Create an Inspired Event workshop (application training) – see page 1 for details.
- Partner Orientation (festival logistics, effective promotion, collaboration tips)
- Social Media Workshop
- Social Media Guidelines
- Twitter “How-To”
- Poster Templates
- Op-Ed Guidelines
- Festival staff review of draft application prior to submission.
- Telephone and in-person support from festival staff on an array of issues from event design support and partner identification to application support and collaboration advice.

New

### REGISTRATION SUPPORT

**We want you to grow audiences and build relationships.** Spirit & Place Festival will create an EventBrite registration system, which will be required for all free festival events (not applicable to ticketed events). We will create an incentive for public pre-registration, which will be optional (unless otherwise dictated by you.). Benefits to your organization include:

- 24/7 password access to contact information on registrants.
- Better anticipate audience size.
- Create check-in lists, name badges, wait lists, etc.
- Contact registrants with customized email marketing.
- Embed registration widget on your own website.
- Recognize your major donors on the EventBrite page.
- Leverage social media through EventBrite page.
- Access and export analytics.
- Conduct tailored, post-event surveys.

#### **Note:**

Partner organizations with free events may NOT use alternative registration systems (except social media invitations).

This feature will NOT be available for ticketed events in 2012. We encourage ticketed event organizers to consider using EventBrite independently, but it is not required.

### PROMOTIONS

**“Butts in seats” at your event happens when you, your collaborators, and Spirit & Place Festival work together on promotions.** Here's what we do:

- ❖ **Website:** Each festival event will be fully described at [www.spiritandplace.org](http://www.spiritandplace.org) with:
  - Links to the partner and collaborating organization websites (if provided by partner)
  - List of major event sponsors.

New



- Links to speaker bios (if provided by partner)
  - Images/photographs (if provided by partner; minimum 300 dpi)
  - Google map of event location (during the festival)
  - Download to Outlook calendar feature
  - Share widget (Facebook, twitter, email, blogger, reddit, etc.)
  - Search features for all events based on category, format, topic, speakers, audience and fee, etc.
- ❖ **E-Newsletter:** Festival events are highlighted periodically in the e-newsletter which is distributed weekly from September through festival end and bi-monthly the remainder of the year.
- ❖ **Social Media:** The festival is promoted via Facebook and Twitter. Twitter contests provide opportunities for partners to promote their event/organization.
- ❖ **Print Materials:**
- **Festival Booklet:** The festival booklet will include a brief event description and contact info. Applicant and collaborating organizations will appear in the alpha index. We anticipate approximately 40,000 booklets will be distributed via partners and NUVO.
  - **Direct Mail:** One direct mail piece (approximately 13,000 distributed) will be sent in September to promote the festival and drive traffic to the festival website.
  - **Posters:** Spirit & Place provides an electronic poster template for all partners and collaborators.
- ❖ **Public Relations:** Spirit & Place Festival retains a BohlsenPR to promote the festival as a whole.

## EVENT EVALUATION

Spirit & Place Festival distributes, collects, and summarizes audience evaluations for each event. A final report (distributed in January) is prepared for each festival partner to help you assess event impact. Partners will receive contact information for all individuals that give permission for data to be released.

New

**ONLY the Spirit & Place Festival evaluation form may be used on-site during events.** A single form ensures that Spirit & Place secures the data it needs for stakeholder reports; all data is shared with the partner organizations. Partner organizations are welcome to conduct follow-up surveys to registrants via EventBrite.

Spirit & Place will collect/measure the following\*:

- I learned or experienced something new.
- I want to learn more as a result of this program.
- I plan on taking some action because of what I learned.
- I'll think differently about this topic in the future.
- I think the format of this program was engaging.
- I thought the program offered compelling content.
- I thought the presenters were excellent.
- I think this program was well-organized.
- Have you attended Spirit & Place Festival in past year?
- This program was relevant to my: personal life family life work life community.
- I was delighted by \_\_\_\_\_. I was disappointed by \_\_\_\_\_.
- Contact information (name/email/phone/city/state/zip) and permission to share contact info with your organization.
- Age.
- Race/ethnicity.
- Education level.

\*subject to change



## What are we required to do?

At the time of application, your organization will agree to: (new in 2011 are the red/bold items):

1. Pay a \$400 event fee. **An invoice will be sent to applicants after acceptance into the festival.**
2. Attend MANDATORY festival partner orientation on Wednesday, May 16, WFYI, 1630 N. Meridian.
  - a. **8:30am-Noon – for those who have participated in the festival during 2009, 2010, or 2011**
  - b. **8:30am-4:30pm – for all 1<sup>st</sup> time festival partners OR partners who have not participated since 2008.**
3. Notify Spirit & Place Festival immediately of any event changes or updates.
4. Facilitate the distribution/collection of a **single**, on-site event evaluation form, provided by Spirit & Place Festival.
5. **For free festival events only, use only the EventBrite registration system created by Spirit & Place. (See page 7.)**
6. **Guarantee that your event will NOT be repeated outside the festival between August 1 and December 30, 2012 in Marion County or contiguous counties.**
7. Use the Spirit & Place Festival logo (and/or festival banner) in all programs, websites, banners, posters, postcards, and other collateral materials.
8. Provide a website link to Spirit & Place Festival from your website with any related event descriptions.
9. Use the brief script provided by Spirit & Place Festival in either your event program or introductory remarks.
10. Publicize/promote your event to your own audience (and your collaborators' audience) as well as the general public.
11. Display and/or distribute Spirit & Place Festival collateral and publicity materials *in advance* of the festival.
12. Grant permission to Spirit & Place Festival to utilize application images in promotional materials.
13. Provide complimentary admission for a minimum of two Spirit & Place Festival volunteers / representatives (larger venues/events may require more).
14. Submit a final report, due December 1, 2012.



## What's New in 2012 for Partner Organizations

### OPPORTUNITIES...

For more info, contact Festival Director Pam Blevins Hinkle at [pbhinkle@iupui.edu](mailto:pbhinkle@iupui.edu) or 317-278-2644.

- **SIGNATURE SERIES PROPOSALS:** We invite you to submit a program for consideration in the Signature Series on the opening weekend of the festival. Signature Series events should be exceptionally creative, emblematic of festival selection criteria, and have potential to draw a large audience. Signature Event Partner organizations should have the capacity, resources, and commitment to partner with Spirit & Place Festival on these events. (Read about expected deliverables and responsibilities on page 15.) Please email your Signature Series proposal (500 words max) to [pbhinkle@iupui.edu](mailto:pbhinkle@iupui.edu) no later than January 27. Applicants will be notified by February 3.
- **VIP PASS:** A very small number of exceptional festival events will be selected to participate in the festival's new VIP Pass program. The VIP Pass will provide an exclusive experience for purchasers, which could range from premium seating and preferred parking to free food/beverage and meet-and-greet opportunities. Selected events will receive enhanced promotional opportunities.
- **LEAD-UP EVENTS:** Spirit & Place Festival will consider partnering with a small number of organizations that present "Play" related programming in September and/or October.

### VALUE...

#### RECOGNITION FOR YOUR DONORS

- Your event donors will be listed on your event page on the Spirit & Place Festival website.
- Your event donors will be listed on your Eventbrite page (see below).

#### EVENT REGISTRATION SUPPORT

Spirit & Place Festival will create an EventBrite registration system, which will be required for all free festival events (not applicable to ticketed events). We will create an incentive for public pre-registration, which will be optional (unless otherwise dictated by you.). Benefits to your organization include:

- 24/7 password access to contact information on registrants.
- Better anticipate audience size.
- Create check-in lists, name badges, wait lists, etc.
- Contact registrants with customized email marketing.
- Embed registration widget on your own website.
- Recognize your major donors on the EventBrite page.
- Leverage social media through EventBrite.
- Access and export analytics.
- Conduct tailored, post-event surveys.

#### Note:

Partner organizations with free events may NOT use alternative registration systems (except social media invitations).

This feature will NOT be available for ticketed events in 2012. We encourage ticketed event organizers to consider using EventBrite independently, but it is not required.

### ADMINISTRATION

- **PARTNER ORIENTATION:** New partner organizations, or those who've not participated in the festival since 2008, will be required to attend a day-long orientation on May 16, 8:30a-4:30p. Those participating in 2009-2011 will be required to attend only the morning session on that date.
- **EVALUATION FORMS:** ONLY the Spirit & Place Festival evaluation form may be used on-site during events. A single form ensures that the festival secures the data it needs for stakeholder reports; all permissible data is shared with the partner organizations. Partner organizations are welcome to conduct tailored follow-up surveys to registrants via EventBrite.

1. Who is your target audience? Be specific.
2. What's your program idea? How does the audience see, hear, touch, taste, smell, move, and connect? Describe the audience experience?
3. How does your program fit within the context of Spirit & Place and its theme?
4. What responses/reactions do you anticipate from audience members?
5. What activity enables audience members to express their individual responses to one another?
6. What group activity enables audience members to explore similarities and differences between personal responses?
7. What opportunity is offered for audience members to take another step on the pathway that this program opens up? To what degree is it timely and appropriate to provide a call to action?
8. What is your intended outcome?

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<sup>3</sup> Questions developed by Excelleration Inc. in cooperation with The Polis Center on behalf of Spirit & Place.

**Quotes on Play – to inspire you!**

The truly great advances of this generation will be made by those who can make outrageous connections, and only a mind which knows how to play can do that.

*Nagle Jackson, playwright and director*

But how can we speak of mere play, when we know that it is precisely play and play alone, which of all man's states and conditions is the one which makes him whole and unfolds both sides of his nature at once?

*Friedrich von Schiller, German poet, playwright, and historian*

You can discover more about a person in an hour of play than in a year of conversation.

*Plato, Greek philosopher*

Play is one of the highest spiritual forms of being. When we're in that state, we get lost in ourselves, which allows the mind to receive the message of the spirit.

*Ellie Katz, RN and "playologist"*

The opposite of play is not work, it is depression.

*Brian Sutton-Smith, author and play theorist*

No human being is innocent, but there is a class of innocent human actions called Games.

*W.H. Auden, poet*

It is a happy talent to know how to play.

*Ralph Waldo Emerson, American writer*

They thought it good you hear a play,  
And frame your mind to mirth and merriment,  
Which bars a thousand harms and lengthens life.

*Shakespeare, English poet and playwright*

In our play we reveal what kind of people we are.

*Ovid, Roman poet*

The true object of all human life is play.

*G. K. Chesterton, British author*

Play fosters belonging and encourages cooperation.

*Stuart Brown, MD, founder of the National Institute of Play*

Surely all God's people...like to play.

*John Muir, American naturalist*

The creation of something new is not accomplished by the intellect but by the play instinct.

*Carl Jung, Swiss psychoanalyst*

Play is training for the unexpected.

*Marc Bekoff, Contemporary American biologist*

There is for many a poverty of play.

*D.W. Winnicott, British pediatrician*



Now in myth and ritual the great instinctive forces of civilized life have their origin: law and order, commerce and profit, craft and art, poetry, wisdom and science. All are rooted in the primeval soil of play.  
*Johan Huizinga, Dutch historian*

As astronauts and space travelers children puzzle over the future; as dinosaurs and princesses they unearth the past. As weather reporters and restaurant workers they make sense of reality; as monsters and gremlins they make sense of the unreal.  
*Gretchen Owocki, Contemporary American early childhood educator*

God is a comedian, playing to an audience too afraid to laugh.  
*Voltaire, French writer and philosopher*

The master of the art of living makes little distinction between his work and his play, his labor and his leisure, his mind and his body, his education and his recreation, his love and his religion. He hardly knows which is which; he simply pursues his vision of excellence in whatever he does, leaving others to decide whether he is working or playing. To him he is always doing both.  
*Buddha, Indian spiritual leader*

One of life's primal situations; the game of hide and seek. Oh, the delicious thrill of hiding while the others come looking for you, the delicious terror of being discovered, but what panic when, after a long search, the others abandon you! You mustn't hide too well. You mustn't be too good at the game. The player must never be bigger than the game itself.  
*Jean Baudrillard, French sociologist and cultural theorist*

To truly laugh, you must be able to take your pain, and play with it!  
*Charlie Chaplin, American silent film comic actor/director*

Humor is the instinct for taking pain playfully.  
*Max Eastman, writer and poet*

Play is the highest form of research.  
*Albert Einstein, German theoretical physicist*

Laughter is the shortest distance between two people.  
*Victor Borge, pianist and comedian*

## Spirit & Place Belief Statements

- We believe that the arts, humanities, and religion awaken the spirit and exalt the sacred, sustain our intellectual and cultural inheritance, inspire imagination and creativity, and shape our communities.
- We believe that understanding and sharing each community's interlinked narrative (historical, cultural, environmental, economic, and spiritual) creates a sense of place that binds and builds both our personal and collective lives.
- We believe that a healthy community respects and values the traditions, convictions, and contributions of diverse ethnic, religious, and cultural groups.
- We believe that working together enhances creativity, strengthens capacity, creates new opportunities for discovery, and multiplies community impact.
- We believe that building bridges and fostering collaboration between diverse disciplines, traditions, ideas, and cultures requires thoughtful intention.
- We believe in the power of imagination, and trust the ability of our communities to develop creative solutions to the challenges that face us.
- We believe in doing our best at all times, and we seek continuous improvement. We believe that ideas, programs, and resources should be available and accessible to all community members.
- We believe in the efficient and effective use of our resources, and we are accountable for our actions.

### **Mission:**

To serve as a catalyst for civic engagement  
through creative collaborations among the arts, religion, and humanities.



## Signature Event Partners

Signature Series events should be exceptionally creative, emblematic of festival selection criteria (see page 4), and have potential to draw a large audience. Signature Event Partner organizations should have the capacity, resources, and commitment to partner with Spirit & Place Festival on these events.

Email your Signature Series proposal (500 words maximum) to [pbhinkle@iupui.edu](mailto:pbhinkle@iupui.edu) no later than January 27. Applicants will be notified by February 3.

### **Spirit & Place Festival commits to provide:**

- Exclusive right to host a signature event on the opening Friday/Saturday of the festival (specific times are mutually agreed upon between Signature Series Partners & Spirit & Place Festival).
- Competition free time during the opening weekend.
- Waived application fee.
- Professional media relations support.
- Enhanced promotions in all festival vehicles.
- Event design assistance as needed.

### **Signature Partner Organization commits to:**

- Work closely with festival representative(s) on content development of both public and private events featuring signature event presenter(s).
- Provide equal billing to Spirit & Place Festival on all promotional and collateral materials related to this event.
- Appoint a representative to serve on the Signature Events Committee, work collaboratively to develop a cohesive series of opening signature events, and provide monthly updates to Spirit & Place.
- Align signature event with Spirit & Place event criteria (see page 4).
- Secure Spirit & Place approval prior to scheduling exclusive events with presenters, e.g. VIP receptions, dinner parties, residencies, etc.
- Comply with festival requirements for all event partners concerning logo use, promotions, etc.
- Participate in a post-festival wrap-up and evaluation meeting.

### **Signature Series Partner and Spirit & Place both commit to:**

- Collaborate appropriately in securing event-specific sponsorships and/or grant support.
- Develop a mutually agreeable revenue and/or cost-sharing agreement, if appropriate.