



Application Guidelines for 2014 Spirit & Place Festival

Festival Dates: November 7-16, 2014

Festival Theme: JOURNEY

FAQ / Table of Contents	Page Number
What is the Spirit & Place Festival?	2
Why should we host an event?	3
What's the theme of JOURNEY all about?	4
What types of events is the festival seeking?	4
What are the steps for successful program development?	6
What will the online application require?	6
What does the Spirit & Place Festival do for us?	7
What are we required to do?	9
Appendices	
Event Design Worksheet	10
Spirit & Place Belief Statements & Mission	11

Key Dates

Item	Due by
Optional review of 500-word narrative for application to pbhinkle@iupui.edu . Feedback returned by 2/28.	Friday, Feb. 21
Application Deadline (form online at end of January)	Friday, Mar. 7
Acceptance Notification	By mid-April
Partner Event (mandatory for accepted applicants, 9:00 AM – 3:00 PM)	Tuesday, April 29

Resources & Workshops

Request help with program design, identifying collaborators, facilitating collaborator meetings, etc.	pbhinkle@iupui.edu or 317-278-2644
Request help with application guidelines and online application.	gillesj@iupui.edu or 317-278-3623
Effective Collaboration Tips	Powerpoint
Event Design Worksheet	Page 11
Programming for JOURNEY – Free Workshop Brainstorm JOURNEY, connect with others Friday, February 7, 2014 – 9:00-11:00 am WFYI, 1630 N. Meridian St.	RSVP here

IMPORTANT:

- **Late applications will NOT be accepted.**
- **All applicant events must take place between Nov. 8 and 16 (ending by 4:00 PM on the 16th).**



What is the Spirit & Place Festival?

The Spirit & Place Festival harnesses Central Indiana's civic and creative assets, creating fresh connections that mobilize ideas, people, and organizations. Festival programs inspire new directions, help us transcend differences, and spark collective action for the common good. **It's all in our name: Spirit & Place. Through growth of the human spirit, Central Indiana becomes a better place.**

The festival's mission is to be a catalyst for civic engagement through creative collaborations among the arts, humanities, and religion. Through the arts, the festival uses the language of metaphor to explore sometimes difficult ideas. Through the humanities, the festival illuminates the distinct and common narratives of the human condition. Through religion, the festival embraces the values of compassion, fairness, hospitality, and service that fuel our life in community.

Exploring a different theme each year, the festival brings together 75+ organizations to create approximately 35 programs (exhibits, performances, panel discussions, workshops, and more) that inspire over 15,000 citizens annually. Without the Spirit & Place Festival, these programs—of which 75% are typically free—would not otherwise be available to enrich our civic and cultural landscape.

Winner of the NUVO Cultural Vision Award and the Indiana Achievement Award, the festival creates opportunities for cultural, faith-based, and civic organizations—as well as artists, scholars, musicians, educators, and community leaders—to think “outside the box,” engage with relevant issues, and respond with inspiring new programs. This distinctive grassroots model is without peer—there is no festival like Spirit & Place in the U.S. Our community-empowering framework is being explored by cities ranging from Toledo, Ohio, to Cologne, Germany, as a creative 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*

Leading Voices Brought to Indy via past Spirit & Place Festivals:

- **Kareem Abdul-Jabbar**, basketball icon/author
- **Amy Sedaris**, comedian
- **Debby Applegate**, Pulitzer-winning author
- **Anthony Bourdain**, chef/author
- **Will Allen**, urban farmer/MacArthur Fellow
- **Julie Dash**, film producer/writer
- **Harrell Fletcher**, artist
- **Michael Pollan**, author
- **Oguri**, choreographer
- **Kurt Vonnegut**, author
- **Jill Bolte Taylor**, author/neuroanatomist
- **Patti Stonsifer**, Gates Foundation CEO
- **Vienna Vegetable Orchestra**, Austrian ensemble
- **John Waters**, filmmaker
- *And hundreds more*

Spirit & Place is a self-funded community project managed by The Polis Center, part of the IU School of Liberal Arts at IUPUI. The Polis Center works collaboratively to provide community-based research, analysis, information, and access to advanced information technologies. Spirit & Place grew out of Polis's Project on Urban Culture and Religion in the early 1990s, and is an example of Polis's commitment to creating collaborative and effective solutions for the communities in which we live.

Why should my organization host a festival event?

A recent partner 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. Specific benefits include the following:

- Demonstrate that your organization is civically engaged.
- Create conversation around ideas that matter to your organization and your stakeholders.
- Build new or enhanced community partnerships.
- Deepen relationships with current audiences and build new audiences.
- Develop skills for effective collaboration, program design, and social media (via workshops, online resources and consulting support)

While we can't predict what will bloom from the fertile ground of the festival, we know that Spirit & Place has been the catalyst for the creation of new organizations, initiatives, award-winning programs, study groups, and more. For example:

- In 2011, Second Presbyterian Church partnered with Congregation Beth-El Zedeck and Nur-Allah Islamic Center to create a festival program called *Honoring the Body in Death*, which explored the unique and common funeral practices among Jewish, Muslim, and Christian traditions. The relationships created through this partnership led the Muslim Alliance of Indiana to join the Interfaith Hunger Initiative, a collaboration of two dozen faith communities in the Indianapolis area that are working together to help end child and family hunger.
- WFYI received 1st place from the Indiana Society of Professional Journalists in the documentary or special category for *From Gross Anatomy to Compassionate Care*, which aired on "Sound Medicine" as part of the 2011 festival exploration of "The Body."
- In 2010, Southport Mayor Robin Thoman and Global Peace Initiatives (GPI) Director Linda Proffitt met at the 2010 Spirit & Place Public Conversation, which featured leading thinkers discussing food and social justice issues. The conversation inspired them to redevelop an abandoned Southport facility that now includes an on-site farm, commercial kitchen, and educational programs in gardening, food preservation and more.

What's the theme of JOURNEY all about?

The journey between “here” and “there” is filled with movement and meaning. How is this movement shaping—and being shaped by— identity, spirituality, public policy, and civic life? From the instruments of mobility in all its forms (education, money, waterways, trails, bus lines, bike lanes, policies, etc.), to the reasons (quality of life, pilgrimage, self-expression, community development, health, persecution, etc.), JOURNEY will explore the dynamic passages of peoples and places.

Consider these questions:

- What opportunities or challenges does your community, profession, congregation, school, or organization face in regards to JOURNEY? What issues need strategic thinking? What journey-stories should be celebrated or challenged?
- How do our social, cultural, and religious perception shape the individual and community experience of JOURNEY? How can you use ideas around JOURNEY to bring diverse groups together? Different faiths? Different neighborhoods? Different cultures?
- What do the humanities, arts, and/or religion tell us about JOURNEY? How do literary works, films, visual art, music, dance, theatre and other art forms illuminate our perceptions JOURNEY, and how can we use these art forms to help audiences gain an understanding of diverse journeys?
- How can JOURNEY bring fresh interpretations and solutions to the challenges that confront us here in Central Indiana or in society at large?

What types of events is the festival seeking?

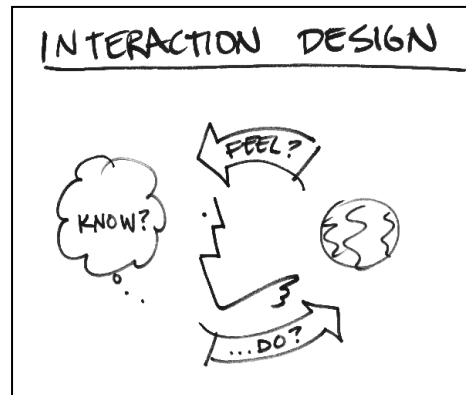
The festival wants:

- breathtaking creativity and "never-before-seen" programs that illuminate the theme.
- dynamic and interactive programs that engage the senses.
- events that bring together diverse ideas, people, and organizations.
- people to walk away from your event with the ability to change their life and/or the life of their community.

Festival 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:** When possible, events should highlight issues of local importance, build community, and inspire reflection and/or action. 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 participation/engagement. What do you want them to know? Feel? Do? How can you integrate journeying into the experience?
5. **Strength of Collaboration:** Applicants are required to collaborate with at least one other external institution.¹ Interdisciplinary collaborations—those *between* rather than *within*—the arts, religion, and humanities are preferred, but not required.
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 11.



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 Saturday, November 8 and be completed by 4:00 PM on Sunday, November 16.
- 5) **Accessibility:** All Spirit & Place Festival events must be held in handicap accessible venues.
- 6) **Event Fees¹:** Accepted applications will be invoiced a fee of \$400¹. 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, 2014. No refunds will be issued after July 1, 2014.

¹ 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.

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 information](#) (page 4).
- 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. Use the [Event Design Worksheet](#) on page 10 to help focus conversation.
- 5) Attend the **Programming for JOURNEY** workshop--invite your collaborators, too. (See page 1 for date.)
- 6) Submit a draft of your 500-word narrative to the festival director (pbhinkle@iupui.edu) by Friday, February 21st for review prior to the application deadline of March 7. Be sure to:
 - a. Summarize your program in the first, brief paragraph.
 - b. Explain what people will do / see / experience.
 - c. Make a clear link to the theme.
 - d. Articulate the opportunities for civic reflection/engagement.
- 7) Enter your online application well before the deadline to avoid last minute snags.

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.

What will the online application require?

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

- 500-word event description.** This description will NOT be published ... it is your "pitch" to the Event Selection Committee.
- 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.



- Event Photo** (optional, but strongly recommended).
- Collaborating Institution(s) Contact Information.** 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:

- Workshops on collaboration, effective program design, social media, and more.
- Online guidelines, how-to's, and other resources on wide-ranging topics.
- Poster templates in different sizes to support your promotions.
- Access to festival staff for phone and in-person support on an array of issues from event design and collaborator identification.

AUDIENCE DEVELOPMENT & PROMOTIONS

We want you to grow audiences and build relationships. Spirit & Place Festival will create an Eventbrite registration system for your event, which will be required for all free festival events. Ticketed events are required to either (1) use an Eventbrite registration system (with festival guidance and access), OR (2) use their own system, delivering a list of attendee names/email addresses within 7 days after their event.

Benefits of the Eventbrite system:

- 24/7 password access to contact information on registrants.
- Better anticipate audience size (especially valuable for free programs).
- 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.

“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 with:
 - Links to the partner and collaborating organization websites (if provided by partner)
 - List of major event donors.
 - 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.)
 - Link to Eventbrite registration page
 - 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 monthly the remainder of the year.
- ❖ **Social Media:** The festival is promoted via Facebook (1800+ fans), Twitter (2,500+ followers), Instagram, and a blog (10,200+ views). Twitter contests provide opportunities for partners to promote their event/organization. Partners may also write blogs for the festival.
- ❖ **Print Materials & Advertising:**
 - **Festival Booklet:** The festival booklet will include a brief event description, contact info, as well as primary and collaborating institutions.
 - **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.
 - **Advertising:** Limited advertising will appear in NUVO and various online outlets.
- ❖ **Public & Media Relations:** Spirit & Place Festival retains the [BohlsenGroup](#) 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.

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 (subject to revision):

- I learned or experienced something new.
- I think the format of this program was interesting.
- I plan on taking some action because of what I learned.
- I thought the presenters were excellent.
- I think this program was well-organized.
- I felt comfortable participating and contributing.
- I'd recommend this event to friends (why/why not?)
- This program was relevant to my: personal life family life work life spiritual life community.
- Contact information (name/email/phone/city/state/zip) and permission to share contact info with your organization.
- Age.
- Race/ethnicity.
- Education level.

What are we required to do?

Accepted applications are required to: **(New for 2014 are in red/bold.)**

1. Pay a \$400 event fee. An invoice will be sent to applicants after acceptance into the festival.
2. Attend kick-off event and training session Tuesday, April 29, 9:00 AM to 3:00 PM. Festival acceptance is contingent upon attendance.
3. Notify Spirit & Place Festival immediately of any event changes or updates.
4. For free festival events, use only the Eventbrite registration system created for you by festival staff and include the Eventbrite registration button or link on your website no later than September 1. Events that fail to meet this deadline will be removed from the festival website.
5. For ticketed event registration:
 - a. Use Eventbrite (with guidance and access by festival staff) OR
 - b. Use your own registration system and provide names and emails for all attendees within 7 days following your event.
6. Guarantee that your event will NOT be repeated outside the festival between August 1 and December 30, 2014 in Marion County or contiguous counties.
7. Use the Spirit & Place Festival logo and hashtag in all event programs, power points, websites, and other collateral materials. Events that fail to include the Spirit & Place logo or name with link on their own website by September 1 will be removed from the festival website.
8. Publicize/promote your event to your own audience (and your collaborators' audience) as well as the general public.
9. Display and/or distribute Spirit & Place Festival collateral and publicity materials *in advance* of the festival.
10. Grant permission to Spirit & Place Festival to utilize submitted images in promotional materials.
11. Submit a final report, due December 1, 2014.

AT YOUR EVENT (subject to revision):

12. **Begin your program with a brief video provided by the Spirit & Place Festival.**
13. **Provide a table and 2 chairs for Spirit & Place volunteers.**
14. **Verbally remind your audience to turn in evaluation forms.**
15. Use the Spirit & Place Festival logo and hashtag (#SPIndy) in all event programs, power points, etc.
16. Provide two (2) complimentary/priority seats for promotional purposes, e.g. Twitter contests, and four (4) non-priority seats for Spirit & Place Festival volunteers / representatives (larger venues/events may require more).

Event Design Worksheet²

Optional

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?

² Questions developed by Excelleration Inc. in cooperation with The Polis Center on behalf of Spirit & Place.

Spirit & Place Belief Statements

- We believe that the arts, humanities, and religion awaken the spirit and honor 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 and enduring change through creative collaborations among the arts, religion, and humanities.