



Application Guidelines

2010 Spirit & Place Festival

APPLICATIONS DUE: Friday, March 5, 2010

Festival Dates: November 5-14, 2010

Applicant dates restricted to November 7-13 and after 6 PM on November 14.

Festival Theme: Food for Thought

In partnership with the Indiana Humanities Council. For information on resources and grants from the Indiana Humanities Council, visit www.indianahumanities.org.

<u>Table of Contents</u>	<u>Page Number</u>
Key Steps & Dates	2
What is the Spirit & Place Festival?	3
How to be Competitive	4
What are the Selection Criteria?	5
More on Food For Thought Theme	6
Other Key Policies	8
Event Planning Worksheet	9
What will the Online Application Require?	10
What does Spirit & Place do for us?	11
What do Festival Partners have to do?	12

Spirit & Place
The Polis Center
1200 Waterway Blvd., Suite 100
Indianapolis, IN 46202
www.spiritandplace.org

Office hours are Monday–Friday 8:00 a.m. to 5:00 p.m.

Questions? Call 317-278-3623 or email gillesj@iupui.edu



Key Steps & Dates

What	When
1. Read this document carefully: It contains important information about the selection criteria , fees , expectations , and more.	Now!
2. Collaboration Workshop - FREE Learn strategies, tips, and tools for creating successful collaborations. Includes complimentary copy of <i>Collaboration Handbook: Creating, Sustaining, and Enjoying the Journey</i> by Michael Winer and Karen Ray. Click HERE to RSVP for the Collaboration Workshop.	Thursday, January 14, 2010 9:00 am - 3:00 pm (lunch on own) IUPUI Campus Center, CE 305 420 University Blvd., Indpls.
3. How to Create an Inspired Festival Event - FREE Interested festival applicants will dig into the theme, explores ideas and collaborations, and learn how to craft a multifaceted experience for your audience. Click HERE to RSVP for either of these meetings.	Friday January 29, 2010* or Wednesday, February 3, 2010* 8:30 am - 10:30 am Online application tutorial will follow meeting, for those interested. The Polis Center 1200 Waterway Blvd., Indpls.
4. Online application: Applicants will access and edit their application form online. Hard copy applications available upon request. Please note that all accepted applicants must have an email address.	Online at www.spiritandplace.org from early February through March 5, 2010
5. Submit narrative for review (optional): Applicants may submit a draft of their event description for review by festival director (pbhinkle@iupui.edu)	by February 19, 2010
6. Application deadline	Friday, March 5, 2010
7. Application fee (\$400) postmark deadline Mail to: The Polis Center Attn: Jennifer Gilles 1200 Waterway Blvd. Indianapolis, IN 46202	Friday, April 9, 2010
8. Acceptance notification via e-mail	mid-May 2010
9. Festival partner meeting (attendance required at one meeting)	Friday, June 4, 2010 or Tuesday, June 8, 2010 8:30 am - 10:30 am The Polis Center 1200 Waterway Blvd., Indpls.
10. Final report due (required)	Wednesday, December 1, 2010

Questions? Call 317-278-3623 or email gillesj@iupui.edu



What is the Spirit & Place Festival?

In a nutshell: The Spirit & Place Festival is like a sumptuous pitch-in dinner. We set the theme and send invitations out to cultural, faith-based and civic organizations, inviting them to create a dish—a festival event—that embodies the annual theme. Organizations submit their recipe—an event description—to Spirit & Place, which selects a diverse array of the finest dishes/events that will fulfill our mission to engage the arts, humanities, and religion in collaborative action to promote civic engagement, respect for diversity, thoughtful reflection, public imagination, and enduring change in our communities.

The impact of the Spirit & Place Festival is profound for both the public and the partner organizations. Public response has been outstanding. In 2008, 95% of respondents agreed that program quality was high; 90% gained a deeper understanding of the topic; 68% reported the ability to participate in the program; and 97% expressed interest in future festival participation. These figures demonstrate that Spirit & Place offers high quality events that educate, inform, and entertain and provide opportunities to interact, reflect, converse, or take action.

For partner organizations, Spirit & Place provides a unique platform to examine the world through fresh eyes, to creatively re-cast community problems and solutions, to develop new audiences, and to bolster community engagement. Festival participation may also enhance organizational capacity in other ways: (1) **Capacity building:** Because Spirit & Place requires that all institutions collaborate, festival organizations develop key partnering skills and create programs that reflect greater breadth and depth; (2) **Marketing:** Cross-marketing with partner organizations, coupled with Spirit & Place's promotional support, provides key audience development assistance, particularly for small- and mid-sized organizations. In 2008, 88% of responding festival partners agreed that the festival's cross-marketing was helpful; and (3) **Evaluation:** Spirit & Place administers an extensive evaluation process for all festival programs; partner organizations receive a detailed audience evaluation for their event. In 2008, 100% of responding festival partners agreed that Spirit & Place benefited their organization; 100% would recommend the festival to other organizations.

Participating Organizations

- 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
- Theatres
- Universities
- *And many more*

More background: The Spirit & Place Festival grew out of a nationally prominent research project that examined the relationship between religion and community in Indianapolis. The notion of place shaping identity emerged when Indiana natives Kurt Vonnegut and Dan Wakefield, along with John Updike, were invited to speak at Clowes Memorial Hall in 1996 through collaboration with Butler University. Engaged in a "public conversation" rather than a keynote speech, this lively presentation was augmented with ten other events designed to allow residents of Central Indiana to explore questions of community and identity. Spirit & Place has been an annual event ever since.

Now celebrating its 15th year, the festival reaches thousands of people in Central Indiana during November. People of all ages explore the theme through dozens of events created by over 100 community organizations. These adjudicated events—which include exhibits, plays, panel discussions, workshops, concerts, poetry readings, intergenerational gatherings, worship services, and more—are held in a variety of venues throughout Central Indiana including museums and galleries, concert halls and community centers, churches and synagogues, colleges and universities, public libraries and parks, public and private secondary schools, and more. On average, 65-70% of events are offered free of charge and 80% offer opportunities for public participation and interaction. Some programs also offer classroom or congregational resource materials.



How to be Competitive!

Invariably, the strongest applications come from organizations that invest time in preparation. Please take advantage of the opportunities we provide to help you create inventive, meaningful, and competitive programs:

1. **Attend one of our FREE workshops, which are led by festival director Pam Blevins Hinkle.**

COLLABORATION WORKSHOP

Thursday, January 14, 9:00 a.m. – 3:00 p.m.

IUPUI Campus Center, Rm. CE 305, 420 University Blvd., Indpls.

Discover how to create, sustain, and enjoy effective collaborations. All participants will receive a free copy of *Collaboration Handbook* by Michael Winer and Karen Ray. **RSVP for this workshop [here](#).**

HOW TO CREATE AN INSPIRED FESTIVAL EVENT

Friday, January 29 or Wednesday February 3, 8:30 a.m. – 10:30 a.m.

The Polis Center, 1200 Waterway Blvd.

Dig into the theme, explore ideas and partnerships, and learn how to craft a multifaceted experience for your audience. If you need, stay after the meeting for a short tutorial about how to use the online application form. **RSVP for either of [these meetings here](#).**

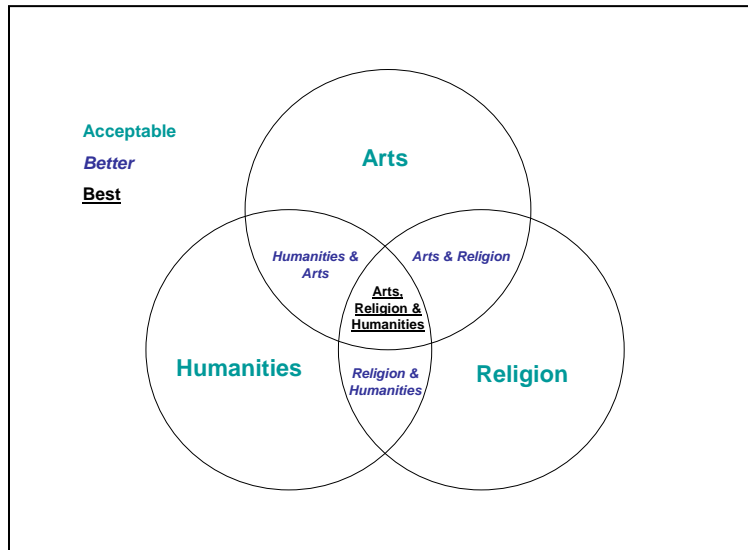
2. **Invite the festival director to facilitate a brainstorming or planning meeting with your program staff or your collaborative partners.** Contact Pam Blevins Hinkle at pbhinkle@iupui.edu or 278-2644.
3. **Call us with your event idea(s).** Let us know what you're thinking! We can provide program development guidance, connect you with partner organizations, alert you to potential date/program conflicts, and help leverage your idea into a festival happening!
4. **Request a staff review of your drafted festival application.** Send an email to pbhinkle@iupui.edu with your request by February 19, 2010.
5. **Be sure your application meets the selection criteria (next page).**
6. **Write a concise 500 word description:**
 - a. Summarize your proposal in the first paragraph;
 - b. Explain what people will do or see;
 - c. Make a clear line to *Food for Thought* theme; and
 - d. Articulate the opportunities for civic reflection/engagement.

What are the selection criteria?

Spirit & Place strives to offer the community a high-quality festival that is inclusive, diverse, engaging, and relevant.

While events of all types are welcome, special preference will be given to events that (1) are interdisciplinary (combining the arts, religion, and humanities—see figure), and/or (2) target under-represented audiences (youth, young adults, and minority populations, including racial/ethnic groups, religious groups, disabled individuals, and other under-served populations).

Events are reviewed by a diverse panel of community members and evaluated according to the following criteria:



1. Originality & Creativity

Events should offer inventive, high quality approaches that promise fresh insights or new perspectives. Consider innovative program formats, creative partnerships, and unique venues, presenters, etc.

2. Opportunities for Civic Engagement

Events should highlight issues of local importance, build community, and inspire reflection and/or action when possible. Events should provide opportunities for differing points of view to be expressed through question and answer sessions, roundtable discussions, or other creative expressions that ensure vigorous dialogue and stimulate growth. Opportunities for post-event action/reflection might include study groups, web forums, topical reading lists available at your event or on a website, take-home action lists, sign-up opportunities at your event, book clubs, etc.

3. Strength of Collaboration

Applicants are required to collaborate with at least one other community organization.

Interdisciplinary collaborations—those between rather than within the arts, religion, and humanities (see figure above)—are preferred. Spirit & Place encourages applicants to involve collaborators in program formation/design.

A Collaboration Workshop will be held on **January 14, 2010**. See page 2 for more detail.

Please note:

- Collaborators must be institutions, not individuals. Individual presenters or artists interested in participating should connect with an organization willing to become a Spirit & Place applicant.
- Inter-departmental collaborations are welcome, however at least one collaborating organization must be OUTSIDE the applicant organization.

- Some institutions which (1) can demonstrate their collaborative/inclusive nature by charter or practice, or (2) 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.

4. Theme-Centered

The connection to the 2010 Spirit & Place theme, *Food for Thought*, should be central, not peripheral, to what audiences will experience. **All programs MUST deal with some aspect of food.**

(That's right, we're not interested in non-food related ideas that are "food for thought.")

Food is essential to all life. It influences our family, health, and faith. It shapes our culture, economy, and landscape. It is a symbol of community and devotion. It can also be an instrument of celebration or segregation. We share it, and we fight over it. Food permeates every aspect of the human community.

Consider these questions:

- What are the social, cultural, and religious contexts of food?
- What are the economic, environmental, scientific, political, ethical, and nutritional impacts of local and/or global food production and distribution?
- How do literary works, films, visual art, music, dance, theatre and other art forms illuminate the role of food in our individual and communal life?
- What does history, anthropology, archaeology, and folklore tell us about food ways and cultural identities?

As you evaluate your programming ideas, also consider the following:

- What fresh narratives and creative interpretations might illuminate new perspectives related to this theme?
- Within the context of this theme, what is valuable to your community, organization, faith tradition, profession, etc., and why?
- What opportunities or challenges does your community, neighborhood, organization, or congregation face in regards to this theme?
- How might collaborations among the arts, humanities, and religion illuminate these issues?
- How might your program be a catalyst for civic engagement and enduring change in your place, your community? (Spirit & Place mission)
- How might your program bring diverse groups together? Different faiths? Different neighborhoods? Different cultures?

Possible Topics

- Aesthetics of Food
- Agriculture & Environment
- Food Consumption
- Eating: Diets, Habits, Phobias, Disorders
- Edible Art/Architecture
- Ethnic and Cultural Foodways
- Farm Issues
- Fasting Traditions
- Food & Community Building
- Food & Cultural/Community Identities
- Food & Energy Production
- Food & Folklore
- Food & Healing
- Food & Humor
- Food & Immigration
- Food & Literature
- Food & Opera
- Food & Religious Celebrations
- Food & Rituals
- Food & Segregation
- Food & Social Change
- Food Advertising & Children
- Food Aid Ethics
- Food as Medicine
- Food as Spiritual Sustenance
- Food Biotechnology
- Food Competitions
- Food Films
- Food History/Heritage
- Food in Indiana
- Food Preparation
- Food Preservation
- Food Sculpture
- Food Security
- Food Songs
- Food Stories
- Gardening
- Genetically Engineered Food
- Health/Nutrition & Food
- Hunger & Famine
- Hunger Strikes
- Local and Global Food Production / Distribution
- Midwest/Indiana Foodways
- Obesity
- Playing with Food
- Religious Dietary Practices
- Religious Feasting Rituals and Traditions
- The Practice of Saying "Grace"
- Urban Agriculture



5. Opportunities for Audience Interaction

Events should provide opportunities for audience participation/engagement before, during, and/or immediately following the event. These might include hands-on activities and workshops, pre- or post-event discussions with presenters, Q&A with panelists, break-out sessions, etc.

6. Consistent with the Spirit & Place Mission

Spirit & Place 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. This mission is guided by the following 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 community.
- 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 among 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.



Other Key Policies

1. Spirit & Place does not accept personal development workshops.
2. **Fundraising Events:** Spirit & Place discourages fundraising events, unless there is a strong programmatic link. Typically, 65-70% of festival events are free of charge.
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. Organizations are encouraged to consult peer institutions before choosing dates.
4. **Date Restrictions:** All events MUST take place between Sunday, November 7 and Saturday, November 13 or on Sunday evening, November 14, after 6 p.m.
5. **Festivals:** Festivals are welcome to participate only if they can demonstrate very specific programmatic ties to the annual theme.
6. **Accessibility:** All Spirit & Place events must be held in handicap accessible venues.
7. **Event Fees:** All applicant organizations must pay a fee of \$400 per event 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 events not selected to participate in the 2010 festival or for accepted events that withdraw by July 1, 2010. No refunds will be issued after July 1, 2010. Payment must be postmarked no later than April 9, 2010.

NOTE: Organizations that contribute to Spirit & Place beyond the application fee receive greater public visibility.

Sponsor contributions are in addition to, not in lieu of, event fees. Contact Pam Blevins Hinkle for more information, pbhinkle@iupui.edu or 278-2644.

Make checks payable to:

The Polis Center

Mail to:

The Polis Center
Attn: Jennifer Gilles
1200 Waterway Blvd., Suite 100
Indianapolis, IN 46202



Event Planning Worksheet¹

Here are some guiding questions to inform your program development:

1. Who is your target audience? Be specific.
2. What's your program idea? How does the audience see, hear, touch, taste, smell, move, connect? Describe the audience experience?
3. How does your program fit within the context of Spirit & Place and its theme, *Food for Thought*?
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?

How to Create an Inspired Festival Event

Friday, January 29, 2010
or Wednesday, February 3, 2010

From 8:30-10:30 a.m., interested applicants will dig into the theme, explore ideas and collaborations, and learn how to craft a multifaceted experience.

If you would like, stay after the meeting for a tutorial about how to use the online application form. See page 2.

¹ Questions developed by Excelleration Inc. in cooperation with The Polis Center on behalf of Spirit & Place.



What will the Online Application Require?

The online application form (available in early February) will require the following:

500-word event description

Summarize your proposal in the first paragraph, explain what people will do or see, make a clear link to *Food for Thought* theme; and articulate the opportunities for civic reflection/engagement. Let us know if you have supplemental classroom and/or congregational resources available.

Primary organization information

Includes lead organization name and address, mission statement, contact information (phone and email) for primary and secondary event contact person, CEO, and media contacts. **The Primary organization is accountable for event details and application payment to Spirit & Place for the festival event.** Please note that accepted 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. All events MUST take place between Sunday November 7 and Saturday November 13 OR on Sunday evening, November 14 (after 6 p.m.)

No events can be scheduled on Friday November 5, Saturday November 6, or Sunday November 14 before 6 p.m.

Registration Information

Includes ticket prices (if applicable), ticket websites/outlets, pre-registration dates, and public websites/phone/email information. Please note that fundraising events are strongly discouraged; most Spirit & Place events are free or low-cost.

Presenter Information

Includes names and bios of event speakers, artists, ensembles, authors, or other presenters.

Presenter Photo (optional)

Spirit & Place will publish all presenter photos on the website.

Event Photo (optional, but strongly recommended);

Spirit & Place will publish one image per event (no logos) 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.
- Applicants selected for festival participation grant permission for Spirit & Place 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. **Please contact your collaborating organization(s) in 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 do for us?

PROGRAM DEVELOPMENT SUPPORT

Festival Director Pam Blevins Hinkle, who has over twenty-five years experience in program development, fundraising, arts management, and strategic planning, is available to:

- ❖ Brainstorm with you on event ideas, formats, partners, venues, and more.
- ❖ Facilitate meetings with potential partners.
- ❖ Provide free workshops on creating inspiring events and effective collaboration.
- ❖ Review drafts of event descriptions. Contact Pam at (317) 278-2644 or by email at pbhinkle@iupui.edu no later than February 19, 2010.

RESOURCES

Festival Partners and collaborating organizations will have access to a partner resource page on the Spirit & Place website, which will include:

- ❖ How to's, e.g. how to write an op-ed, social media tips, etc.
- ❖ Spirit & Place logos, banners, and graphics/artwork, required scripts, etc.
- ❖ Spirit & Place poster templates that can be personalized (8½x11 and 11x17)
- ❖ Relevant bibliographies and resource materials
- ❖ Partner Meeting Presentation

PROMOTIONS

- ❖ **Website:** Each festival event will be fully described at www.spiritandplace.org (the Spirit & Place website had nearly 300,000 hits from August through November, 2009) with:
 - Links to the partner and collaborating organization websites (if provided by partner)
 - Links to speaker bios (if bios provided by partner)
 - Images/photographs (if provided by partner; minimum 300 dpi)
 - Google map of event location (during the festival)
 - Click to Outlook calendar
 - Forward to a friend feature
 - 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-weekly the remainder of the year.
- ❖ **Social Media:** Programs are promoted via Facebook and Twitter.
- ❖ **Print Materials:**
 - The **Festival Magazine** (35,000 in 2009) will include an event description with photograph (if provided by partner). Festival partner name will appear with the event description and in an alpha index.
 - **Direct Mail (tentative):** One direct mail piece (11,000 distributed) is sent in September to promote the festival and drive traffic to the website.
 - **Posters:** Spirit & Place provides an electronic poster template for all partners and collaborators.
- ❖ **Public Relations:** Spirit & Place retains a seasoned public relations professional to promote the festival as a whole.



- ❖ **Sponsorship Opportunities:** Organizations that contribute to Spirit & Place (cash or in-kind) beyond the application fee receive greater public visibility. Sponsor contributions are in addition to, not in lieu of, event fees. Contact Pam Blevins Hinkle for more information, pbhinkle@iupui.edu or 278-2644.

AUDIENCE INFO & EVALUATION

- Spirit & Place 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.

What do Festival Partners have to do?

- Use the Spirit & Place logo (and/or festival banner) in all programs, websites, banners, posters, postcards and other collateral materials.
- Provide a website link to Spirit & Place from your website with any related event descriptions.
- Notify Spirit & Place immediately of any event changes or updates.
- Use the brief script provided by Spirit & Place in either your event program or introductory remarks.
- Publicize/promote your event to your own audience (and your collaborators' audience) as well as the general public.
- Display and/or distribute Spirit & Place collateral and publicity materials.
- Provide complimentary admission for a minimum of two Spirit & Place volunteers/representatives (larger venues/events may require more).
- Facilitate the distribution/collection of evaluation forms.
- Attend required partner meeting: Friday, June 4 or Tuesday, June 8 (pick one), 8:30 a.m.-10:30.
- Submit a final report, due December 1, 2010.