2016 Spirit & Place Festival
Application Guidelines

Theme: HOME

Festival Dates: November 4-13, 2016

Your event must occur between Nov. 5 and 4p.m. on Nov. 13

TOPICS

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Important Festival Dates:

• Festival Guidelines Posted Online: Friday, January 8
• Online Application: Goes live in early February
• Prospective Applicant Meeting: Tuesday, February 9
  o 9 to 10a.m. at Indiana Landmarks (1201 Central Ave.)
  o Learn about the application process, new incentives and event fee structure, and meet potential collaborating partners.
• Application Deadline: Friday, April 22 at 5p.m.
• Selection Notification: May 30—June 3
• REQUIRED Festival Partner Meeting: Wednesday, June 8
  o 9 to 10a.m. at Indiana Landmarks
  o Next phase of planning and important promotional deadlines
• Event Details Confirmed (supplied online by partners): June 10—24
• Festival Partners Media Training: Wednesday, July 13
  o Optional, but encouraged meeting at Indiana Humanities from 9 to 10:30a.m.
• Promotional Copy Review: Rolling deadlines late July through late August
• Festival Entry Fee Due: 30 days after invoicing (late July/early August)
• Festival Promotional Materials Delivered: September & October

NEW Community Engagement Strategies: A new timeline, event fee structure, and prizes have all been designed to serve you better! See page 7 for details.

Applications are due April 22, 2016. Questions? Call 317-274-2462 or email ekkelley@iupui.edu

www.spiritandplace.org  Page 1  Festival Dates: November 4-13, 2016
What is the Spirit & Place Festival?
Imagine an art fair or music festival. Talented individuals create the content (art & music), but the festival organizers provide the framework to showcase that content. That’s Spirit & Place. We provide a yearly theme to anchor your (juried) event, staff support to help you think about audience, collaborative possibilities, and event design, and some promotional support. Together, we leverage our strengths to unite Central Indiana residents in a 10-day celebration of the arts, humanities, and religion.

Exploring a different theme each year, the festival brings together 100+ organizations to create approximately 30-40 collaborative events (exhibits, performances, panel discussions, workshops, and more) that inspire sustained conversation and reflection on a common theme each November.

Spirit & Place and its community partners engage more than 15,000 Central Indiana residents annually in an effort to ignite creativity, spark connections, and inspire place-making to strengthen and engage our community.

It’s all in our name: Spirit & Place.
Through growth of the human spirit, Central Indiana becomes a better place.

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www.spiritandplace.org

Participating Organizations
Spirit & Place is a self-funded community project managed by The Polis Center, part of the IU School of Liberal Arts at IUPUI. Since 1996, 600 distinct entities have participated.

- Art & History museums
- Businesses
- Chambers of commerce
- Civic groups
- Community centers
- Congregations
- Dance companies
- Environmental agencies
- Health agencies
- Human service agencies
- Humanities institutions
- Libraries
- Literary organizations
- Musical ensembles
- Neighborhood groups
- Schools
- Senior centers
- Social service agencies
- Sports/Fitness Groups
- Theatres
- Universities
- And many more
**Why Should I Get Involved with the Festival?**
Event partners typically report participation as beneficial. Following the 2015 festival:

- 85% of partners told us they developed new or expanded existing community partnerships.
- 61.5% reported involvement in Spirit & Place helped them creatively engage new audiences.
- Reported outcomes included: building brand awareness, highlighting underappreciated art forms, new sponsorships, and opportunities beyond the November festival.

One partner shared, “I learned a lot about developing an idea, event planning, logistics, fundraising, and marketing. This experience will be valuable to our organization [beyond the festival].”

**How We Support You**

**Staff Consults:** Festival staff is available to review your application, advise on program design, assist in finding collaborators and venues, recommend moderators, and more.

**Website:** Each festival event will be fully described at www.spiritandplace.org with:
- Links to the partner and collaborating organization websites*
- List of your major event donors*
- Links to speaker bios*
- Images/photographs* (minimum 300 dpi)
- Share widgets and calendar downloads (Facebook, Twitter, email, blogger, Reddit, etc.)

*If provided by partner

**E-Newsletter:** Festival events are highlighted periodically in the e-newsletter which is distributed weekly to 4,700 subscribers from September through festival end and monthly thereafter.

**Social Media:** The festival is promoted via robust social media platforms and a well-read blog. (Partners may also write for the blog.) Contests provide opportunities to promote events.

**Print Materials & Advertising:**
- **NUVO Insert (newsprint calendar of events):** 35,000 newsprint flyers distributed in October throughout central Indiana with all program summaries. Each festival partner receives approximately 200 for promotional purposes.
- **Event Guide:** 4-color book for festival attendees with all program details; advertising opportunities available.
- **Posters:** Spirit & Place provides (8 ½”x11 & 11”x17”) e-poster templates.
- **Advertising:** Limited advertising will appear in various print and online outlets.

**Public & Media Relations:** Spirit & Place Festival retains the Bohlsen Group to promote the festival.

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

**Networking/Training Opportunities:** Partner meetings and events created to connect you with potential collaborators for the Spirit & Place Festival and beyond.
What Types of Events is the Festival Seeking?

**NOTE: Proposed events must have ORIGINAL content and/or event design components**

The festival wants:

- **Breathtaking creativity** and "never-before-seen" events that illuminate the theme.
- Dynamic and **interactive events** that engage the senses.
- Events that bring together **diverse ideas, people, and organizations**.
- To tap into people’s passions and to inspire them to be more **engaged** in their communities.
- **Collaborations** that demonstrate teamwork, shared authority, and co-creation whenever possible.
- Events the community can **step into** without fear of being unwelcome.

**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
- **NEW**: Demonstrate collaboration built on shared authority and/or creative input and design

**Key Policies/Limitations:**

- **Personal Development Workshops**: Spirit & Place Festival does not accept these.

- **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.

- **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. If this is not possible, the Event Selection Committee will choose the stronger event.

- **Date Restrictions**: Your events **MUST** take place between Saturday, November 5 and be completed by 4:00p.m. on Sunday, November 13.

- **Accessibility**: All Spirit & Place Festival events must be held in handicap accessible venues and accepted events will be asked to confirm the IndyGo bus route they are on, if applicable.

**Why are we asking about IndyGo bus routes?**
We want to do a better job informing people how to participate in your fabulous events! We also want you to think about whether the audience you hope to attract uses public transportation. If so, factor that information into choosing the best time of day and venue for your event.

Applications are due April 22, 2016.

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What’s the HOME theme all about?

**NOTE: The theme must be CENTRAL to your event content**

The theme of HOME should be front and center in your event design AND audience experience. You, your collaborating partner(s), and everyone else in the festival are working to create a shared community experience that encourages reflection, conversation, and potentially action on HOME.

Being a part of the Spirit & Place Festival is being a part of something bigger than just your event and the theme is what links us all together.

*Imagine all the possibilities of what it could look like if we collectively tackled the big questions around HOME?*

Pretty exciting, right?!

Use the questions below to jumpstart a conversation on what HOME means to you and your event partners. Explore HOME to strengthen your collaborative relationships as well as to find inspiration.

**Ponder this . . .**

The geography of home is complex and nuanced. Home is where we start from; home is where we are; home is what we long for. Home is about place, relationships, opportunities, identity, community and connections.

So, what does HOME mean for Central Indiana as we celebrate the state’s bicentennial?

- Could we work together to address homelessness and abandoned housing?
- Could we challenge each other to be radically hospitable to “the other” in our neighborhoods, schools, and congregations?
- How can we acknowledge the changing nature of home as we age?
- Can art, poetry, dance, and music help us appreciate the (complex) history of our home state?
- How do the creative arts, including public art, shape how we imagine and represent home?
- How does public art, be it nostalgic, patriotic, absent, or even violent, shape our views of home?
- If “home is where the heart is,” how does a community’s heart survive when homes are lost to foreclosure, gentrification, or violence?
- What does it feel like to be forced from home? To return home?
- What can secular and sacred stories of home teach us about the past and inspire us towards for the future?
- How do our faith traditions inform our thoughts on our “final home?”
- How does the design of homes impact neighborhoods?
- Deferred maintenance on our homes (communities) can be devastating; how do we prevent becoming paralyzed by what needs to be done?

Lastly, we live in a world filled with HOME-related language. What comes to your mind when you read and think about the words and phrases on the next page?

*Applications are due April 22, 2016.*

*Questions? Call 317-274-2462 or email ekkelley@iupui.edu*

www.spiritandplace.org
The ache for home lives in all of us, the safe place where we can go as we are and not be questioned.

Maya Angelou
NEW Community Engagement Strategies

Spirit & Place is dedicated to incorporating new strategies into our community engagement work so that we can be more responsive to and reflective of community needs. We believe in breaking down access barriers—including barriers that make it hard for community groups and individual artists to participate in the festival.

Here is how we’re trying to break down barriers:

Timeline: We’ve moved our application deadline back seven weeks (April 22) to give you more time to find collaborative partners, flesh out ideas, and draft your application. Take advantage of this additional time to work with Spirit & Place staff to consult on potential community partners, event design, and topics. We’re here to help you build bridges!

Fee Structure: To encourage the participation of smaller organizations, congregations, and individual artists and musicians, Spirit & Place is implementing a sliding scale fee structure.

- $100 for individual artists & musicians
- $200 for organizations with operating budgets less than $100,000/yr
- $400 for organizations with operating budgets more than $100,000/yr

Transportation: Spirit & Place is asking all selected applicants to provide information about the IndyGo route serving their venue and encourages festival partners to be aware of the hours of service along that route so as not to unintentionally exclude certain populations. If your event is not on a bus route, don’t panic! You won’t be “dinged” for this. But, if your event is focused on an audience that uses public transportation and you’re not on a transit route, that’s something you need to address.

Special Recognition: The festival application asks you to choose the characteristic that best exemplifies your event. If the Selection Committee agrees, your event will be recognized as “The Most Fun, Rooted in Place, Spiritually Meaningful,” etc. during the festival. These events will also:

- Have their (sliding scale) entry fee halved
- Receive recognition in printed materials
- Have a special sign created for their event
- Be included in a press release by Spirit & Place
- Receive stage mentions at the festival’s opening and closing events
- Be highlighted on the Spirit & Place web site

See page 9 for criteria details

Award of Excellence: Three to five of the above mentioned special recognition events will be secretly evaluated during the festival. A $1,000 “Award of Excellence” will be announced at the closing event with the winning organization/artist receiving the prize.

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www.spiritandplace.org

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Festival Dates: November 4-13, 2016
Festival Selection Criteria

Festival applicants are challenged to think creatively and be bold. The application is meant to help you convey to the Selection Committee why your event is special and why the community should be excited for its inclusion in the festival. **If selected for the festival, additional information will be required from all partners in mid-June.** For selection purposes, events will be evaluated on the following criteria:

1.) **Inventiveness.** Spirit & Place events should offer inventive (“wow-like”) approaches and provide attendees with fresh insights. Consider participatory program formats, creative partnerships, unique venues, bold topics, and thought-provoking presenters. Even events focused on serious topics should strive to provide an “ah-ha” moment for attendees.

2.) **Richness of opportunities for audience engagement/interaction.** Events should engage audience members on multiple levels and consider ways to involve attendees through their senses, physical movement, and/or their own intellectual and creative contributions. When possible, events should also provide attendees a mechanism to stay engaged with the topic after the festival ends.

3.) **Capacity to communicate and execute a well-planned program.** Even the most engaging and creative events need to be clearly articulated and well-organized. You don’t need a snazzy Marketing Department, huge staff, or big budget to create a Spirit & Place event! But you do need to demonstrate you’ve thought about who your audience is, how you’ll target them, and how your event provides the best experience possible.

4.) **Strength of collaboration.** Applicants are required to collaborate with at least one other external institution. Interdisciplinary collaborations—those between rather than within—the arts, religion, and humanities are preferred, but not required. Also preferred are collaborations that demonstrate a willingness to share authority and creative design responsibilities.

5.) **Connection to the theme.** The connection to the theme should be **central** to what the audience will learn and experience.

6.) **Understanding and commitment to Spirit & Place’s mission.** Spirit & Place Festival engages the arts, humanities, and religion in collaborative action to build the human spirit and make Central Indiana a better place. We all succeed when we celebrate each other’s achievements and accomplishments. This can be done through cross-promotion, strong collaborations, and attending each other’s events.

**Important Tip:**

**Keep it focused.**

Some applicants make the mistake of trying to do too much for too many audiences. Spend time thinking about your audience and what they will find engaging. Hey, it’s okay if your event isn’t for everyone!
Special Recognition & Award of Excellence Selection Criteria*

Special Recognition*
Think your event is the most daring? Builds community better than all other events? Is the most intellectually stimulating, spiritually, or socially meaningful? Is your event going to be the most fun or inclusive in the festival? Does your collaboration put all others to shame?

Tell us!

When drafting your 150 word response to the question, “Why is your event the best in this category?,” be compelling in your explanation. Outline for the Selection Committee the special attention and effort you will put into making your event the best.

Award of Excellence
Out of all the self-nominations for special recognition, the Selection Committee will choose three (3) to five (5) events for an Award of Excellence. Nominees will be notified prior to the festival and will be evaluated by a secret panel of judges. These secret judges will evaluate the events based on:

• Whether they lived up to their “most daring, fun, rooted in place, etc.” self-nomination
• Were inventive in their execution and content
• Provided audience members an enriching experience
• Honored Spirit & Place’s mission
• Showcased the theme (HOME)

The winning event will be announced at the 21st Annual Public Conversation on Sunday, November 13, 2016.

*The Selection Committee will make the final determination on which characteristic your event might be declared “the best” in. In other words, you might nominate yourself for “Most Spiritually Meaningful,” but within the context of all the other applications, might be awarded “Most Collaborative.”

Special recognition might not be given out in all characteristic categories.
What are the expectations for Festival Partners

1. Pay a sliding scale fee of $100/$200/$400 per event within 30 days of invoicing. Organizations with multiple occurrences of the same event, e.g. three performance of the same play, pay only once. A full refund will be provided for events that withdraw by July 15, 2015.

2. Attend REQUIRED festival partner meeting on Wednesday, June 8 from 9 to 10 a.m. at Indiana Landmarks (1201 Central Ave.).

3. Notify Spirit & Place Festival IMMEDIATELY of any event changes or updates.

4. Comply with event registration requirements.
   * Spirit & Place will again utilize an online RSVP system via GoogleDrive.
   * All FREE events must use this system.
   * Paid events must use their own RSVP system.

5. Guarantee that your event will NOT be repeated outside the festival between August 1 and December 30, 2016 in Marion County or contiguous counties (some exceptions allowed).

6. 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.

7. Provide two (2) complimentary/priority seats to Spirit & Place 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).

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.

Publicity/Promotions

Do not count on Spirit & Place to create your audience. We work to promote the overall festival and, when appropriate, will make media pitches about some events. **But you MUST work to promote your own event.** Please consult us for help!

11. Provide a table and chairs for Spirit & Place volunteers to pass out Event Guides and evaluations.

12. Begin your program with a brief introduction provided by the Spirit & Place Festival and verbally remind your audience to turn in evaluation forms.

13. Complete an online partner survey and supply a list of all event registrants and attendees with contact information, if different than the Google Drive RSVP list, no later than December 1, 2016.

Applications are due April 22, 2016. Questions? Call 317-274-2462 or email ekkelley@iupui.edu
What will the online application ask for?

1. Contact Information
2. Clever Title
3. Event Date, Location, Time, and Cost (must be wheel-chair accessible and occur between November 5 and 4p.m. on November 13. Will also need to provide the IndyGo route number.)
4. Describe your event in 25 words.
5. Describe how your event connects to the theme. (100 words)
6. What’s your “wow?” Tell us what will make this event a “must see” for people. (100 words)
7. Briefly share your back story. How did this idea and/or collaboration emerge? (100 words)
8. Describe the flow of your event. What will the audience actually experience from beginning to end? What will they see, hear, and do? What order will things occur? No dreamy language here! Give us the nuts & bolts details of how you envision your event actually working. (250 words)
9. Who are your presenters, artists, musicians, speakers, etc.?
10. Tell us about your audience. Who are you designing this event for, why will they love it, and how will you invite them to attend?
11. Collaborating Partners. Who are they? What does your collaboration involve?
   - Design input, content, hosting/venue, staff, expenses, supplies, promotional support?
12. Tell us why you and your partners are the best ones to run with this idea. (200 words)
13. Anything else we should know? If you have an interesting process or impact story to share, this is your chance to tell the Selection Committee about it.
14. The characteristic that BEST describes your event:
   - Daring or Bold
   - Fun
   - Rooted in “Place”
   - Builds Community
   - Spiritually Meaningful
   - Socially Meaningful
   - Inclusive and Open-Minded
   - Thought-Provoking
   - Collaborative
15. Self-nomination. Now tell us why you chose that characteristic and why your event will be the very best in that category. If the Selection Committee agrees, you event fee will be halved and you might be in the running for a $1,000 “Award of Excellence.” (150 words)

*The Selection Committee will make the final determination on the characteristic you choose.
Spirit & Place in a Nutshell

Spirit & Place ignites creativity, inspires place-making, and sparks connections to create more vibrant and engaged communities.

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.

Future Themes

2017—POWER
2018—INTERSECT
2019—R/EVOLUTION

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