



2017 Spirit & Place Festival Application Guidelines

Theme: POWER

Festival Dates: November 3-12, 2017

Your event must occur between Nov. 4 and 4p.m. on Nov. 12

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Applicant Deadlines:

- **Festival Guidelines Posted Online:** Friday, January 6
- **Online Application:** Goes live Monday, February 6
- **Prospective Applicant Meeting:** Tuesday, February 9, 10-11:30a.m., WFYI (1630 N. Meridian)
 - Learn about the application process and meet potential collaborating partners.
- **Application Deadline:** Friday, April 21 at 5p.m.
- **Selection Notification:** May 30—June 2

Festival Partner Deadlines:

- **REQUIRED Festival Partner Meeting:** Thursday, June 8, 10-11:30a.m., WFYI (1630 N. Meridian)
 - Next phase of planning and important promotional deadlines
- **Entry Fee Due:** August 1
- **Event Descriptions:** Rolling deadlines in August & September
- **Email Lists & Partner Survey:** Submitted by December 1

Event Design & Implementation Training (Optional)

Free for Festival Partners
\$30 all others
Mid-August (Venue & Time TBD)

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 platform 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, through creative collaborations, we leverage our strengths to unite Central Indiana residents in a 10-day **celebration that uses the arts, humanities, and religion** to build civic bonds.

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 20,000 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.



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?

"[Spirit & Place] ... has given me an opportunity to sharpen my skills regarding project management, which I love." —Connie Berry, Ebenezer Baptist Church

*"Spirit & Place added legitimacy and a new platform to **learn from, engage, and empower our riders.**" —Allison Potteiger, IndyGo*

*"We've educated on climate change from various angles, but never from the angle of 'love!' [Doing so] **created a new approach for our organization's approach.**" —Jim Poyser, Youth Power Indiana*

Following the 2016 festival, partners told us Spirit & Place allowed them to:

- Shine a light on new topics and innovative speakers
- Re-engage stakeholders on important issue
- Work with new community partners
- Hone professional skills
- Empower stakeholders
- Develop new frameworks

How We Support You

Staff Consults: Festival staff are available to review applications, advise on event design, and assist in finding collaborators, venues, moderators, and more.

Website: Each festival event will be fully described at spiritandplace.org with:

- Links to the partner and collaborating organization websites
- Links to speaker bios
- Images/photographs (minimum 300 dpi)

E-Newsletter: Festival events are highlighted periodically in the e-newsletter which is distributed weekly to almost 5,000 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):** Distributed in October throughout central Indiana.
- **Event Guide:** 4-color book for festival attendees; advertising opportunities available.
- **Flier/Poster Templates:** Spirit & Place provides (8 ½"x11 & 11"x17") promo 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 Dec./Jan.) is prepared for each festival partner to help assess event impact. Partners also receive contact information for all individuals giving permission to do so.

Networking/Training Opportunities: Partner meetings and events created to connect you with potential collaborators for the Spirit & Place Festival and beyond.

Applications are due April 21, 2017.

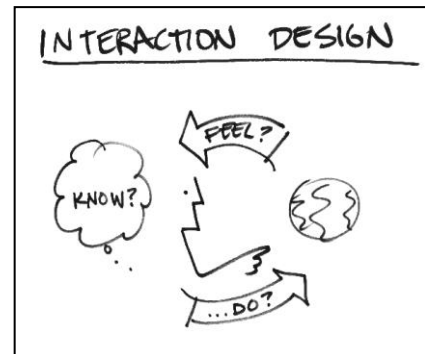
Questions? Call 317-274-2462 or email ekkelley@iupui.edu

What Types of Events is the Festival Seeking?

- ❖ Proposed events must have **ORIGINAL** content and/or event design components.
- ❖ The arts, humanities, and/or religion should serve as a vehicle to express your idea.
- ❖ Serious **and** silly events are encouraged!

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
- 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 & Fee-based 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 4 and be completed by 4:00p.m. on Sunday, November 12.
- **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.

What's the POWER theme all about?

- ❖ *The theme must be CENTRAL to your event idea, design, and audience experience.*
- ❖ *Figurative and literal interpretations are welcome.*

POWER can be disquieting, discomfoting, and oppressive.

It can also be illuminating, inspiring, and hopeful.

How do you interpret POWER?

You and your collaborating partner(s) are working to **create a shared community experience** that encourages reflection, conversation, and potentially action around POWER. Use the theme to structure an event using **the arts, humanities, and/or religion** that provides the community with a **thought-provoking, creative, and engaging** experience.

To get started, make time with staff and collaborators to unpack what POWER means to you. This is an important step since “power” is a contested concept with multiple meanings.

You might get started by asking your partners to write a sentence using “power” connected to one or more of the prepositions below just to see where people’s minds are.

Over	To	With	Within
Off	By	Through	Down

Then use the questions below to prompt deeper dialogue on your underlying beliefs and assumptions about the nature of POWER.

Use this collaborative feedback to create a common understanding of the theme—which should also help shape your event goals and outcomes.

-
- Who grants power?
 - How do we gain power?
 - Is power embodied in all relationships?
 - How does power impact social status? Generosity? Civility? Innovation?
 - How does power impact families or neighborhoods?
 - How do our social, political, cultural, and/or spiritual perspectives shape notions of power?
 - What role do the arts, humanities, and/or religion have in empowering people and communities?
 - How has the use, misuse, and abuse of power shaped our individual and collective lives?
 - How can the historically powerless gain power?
 - What new sources of energy can power modern life?





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: In 2016 we moved our application deadline back seven weeks 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! Applications due April 21.

Fee Structure: To encourage the participation of smaller organizations, congregations, and individual artists and musicians, Spirit & Place implemented the following sliding scale fee structure in 2016.

- \$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.

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. Events 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 theme should be central to what the audience will learn and experience.
- 6.) **Understanding and commitment to Spirit & Place’s mission.** Through creative collaborations, Spirit & Place believes the arts, humanities, and religion help make communities great. Together, we have the ability to create civically engaged communities, tackle big issues, and build lasting bridges.

Keep it focused

Some applicants make the mistake of trying to do too much. Spend time thinking about what you really want to accomplish, who your audience is, and how you will create a cohesive & engaging experience.

TAKE A RISK. BE BOLD. HAVE FUN!

The Event Selection Committee’s job is to curate a well-rounded and dynamic festival. They reward creativity and daring and notice when applicants push the boundaries of what they usually do. They appreciate dedication to the theme and use the festival as a platform for experimentation. They also look for offerings that provide fun for families and adults alike.

Award of Awesomeness

The festival application asks you to self-nominate your event in one of five categories that exemplify some of Spirit & Place's values. The five categories, with sample question prompts, are below:

- Rooted in Place – *is your event tied to a specific community and does it strengthen social bonds?*
- Spiritually Meaningful – *is your event an authentic expression of your faith and welcoming to all?*
- Thought-Provoking – *will your event open minds in new ways and be socially meaningful?*
- Builds Community – *are you bringing people together for not only an event but in a lasting way?*
- Collaborative – *are your efforts based on shared authority and multiple perspectives?*

The Selection Committee will nominate one event per category and that event will be in the running for a \$1,000 Award of Awesomeness.* See page 9.

Applicants will be given 200 words to answer the question, "Why is your event the best in this category?" Be compelling!

All nominees will also:

- Receive recognition in printed materials
- Have a special sign created for their event
- 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 website

What makes a winning event?

The 2016 HOME-theme winner, "Riverside Speaks!" by Ebenezer Baptist Church and its partners, was nominated for being most "Rooted in Place." Here's what the judges said after experiencing the event:

- This community is here, they matter, and they are valuable (strong sense of place was conveyed)
- When I think about Spirit & Place, I think about this kind of event . . . people working together from the heart. (The collaborative nature showed.)
- This event was all about story(telling) [with] pieces and parts everyone could connect to. (Multiple avenues of engagement.)
- From the moment you walked in the door, someone was there to greet and engage you. (Event logistics were strong and well-organized.)
- Thoughtfully combined the arts, humanities, and religion. (Inventive approach tied to Spirit & Place's mission.)
- All about HOME: literal, communal, and spiritual. (Audience was connected to the theme.)

**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 nominated by the Selection Committee as "Most Collaborative."*

Award of Awesomeness Judging Criteria

A group of secret judges will attend the five Awesome-nominated events and will evaluate them based on the following criteria.

1. Awesomeness Designation

Did the event live up to its awesomeness category designation?

2. Connection to Theme

Did you leave the event feeling as if you'd spent time reflecting on the theme of POWER?

3. Inventiveness

Did this event demonstrate any wow-like approaches or ah-ha moments? Did it generate fresh insights or find unique ways to engage you through its venue, topic, or thought-provoking presentation?

4. Audience Engagement

Did the event involve the senses, allow for physical movement, or ask you to contribute intellectually or creatively? Did it provide a way to keep the conversation/action going?

5. Execution

Was the event well-planned and organized? Did the event description match the experience? Was your general experience at the event a good one?

6. Collaborative

Did it seem as if the event was built on team effort? Were collaborators recognized?

7. Spirit & Place Mission

Was Spirit & Place recognized? Did the event use the **arts, humanities, and or religion** as a vehicle to engage in an exploration of the theme? Did you feel your "spirit" (your sense of self), enlivened? Did you feel a stronger sense of "place" (to Indy and/or those around you) because of this event?

The arts, humanities, & religion

Spirit & Place believes the emotional and creative power of the **ARTS**—performance, fine art, folk art, art-making, etc.—has the power to expand thinking and engage communities.

The **HUMANITIES**—literature, language, history, philosophy, archaeology, comparative religion, law, ethics and social sciences rooted in humanistic content—allow us to find common narratives of the human condition.

Through **RELIGION**, Spirit & Place embraces the values of compassion, fairness, hospitality, and service that fuel community life.

How will you use the arts, humanities, and/or religion to explore POWER?



Festival Partner Agreement

Spirit & Place Festival event partners **MUST** agree to the following:

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 21, 2017.
2. Attend **REQUIRED** festival partner meeting on **Thursday, June 8 from 10a.m to 11:30a.m.** at WFYI Public Media (1630 N. Meridian Street)
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 31, 2017 in Marion County or contiguous counties (some exceptions allowed).
6. Use the Spirit & Place Festival logo and hashtag (#SPIndy) in all event programs, fliers, posters, 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 wider community.**
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 and online.
11. Provide a table and chairs for Spirit & Place volunteers to pass out Event Guides and evaluations.
12. Begin your event with a brief introduction/welcome message 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, 2017.

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!

What will the online application ask for?

1. **Contact Information**
2. **Clever Title**
3. **Event Date, Location, Time, and Cost** (must be ADA-compliant and occur between November 4 and 4p.m. on November 12. Also provide IndyGo route numbers.)
Don't forget the Monumental Marathon is Saturday, Nov. 4.
4. **Describe your event in 25 words.** Think of this like a short community calendar description.
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. How will the arts, humanities, and/or religion make your "wow" possible? (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? Give us the nuts & bolts details of how you envision your event actually working. (250 words)
9. **Talent.** Who are your presenters, artists, musicians, speakers, etc.?
10. **Audience.** Who are you designing this event for, why will they love it, and how will you market to this particular group(s)?
11. **Collaborating Partners.** Who are they? Which of the below are they providing?
 - Design input, content, hosting/venue, staff, expenses, supplies, promotional support
12. **Tell us why you and your partners are the best equipped, experienced, or talented to run with this idea.** (200 words)
13. **Award of Awesomeness.** Choose the characteristic that BEST describes your event and then explain why your event will be the very best in that category (200 words).
 - Rooted in "Place"
 - Spiritually Meaningful
 - Thought-Provoking
 - Builds Community
 - Collaborative
14. **Anything else we should know?** What else should we know about your event, collaborative partnership, or how you are using the arts, humanities, and/or religion to explore POWER?

Designing for Success

Successful events are purposefully designed.

Discuss the bullet points below with your staff and collaborators before submitting your application.

- *What three things do we want to accomplish with this event? (It is great to have long-term goals, but be realistic about the THREE things you can purposefully strive to achieve with this one event.)*
- *Who is our audience? What are their traits? What do they value and need?*
- *What will our audience think, feel, and do at the event? How will we design for this to happen?*
- *How will we create an event experience that is cohesive and flows together?*

Plan some fun! Even serious events need moments of laughter and joy.



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

2018—INTERSECT

2019—R/EVOLUTION