



2018 Spirit & Place Festival Application Guidelines

Theme: INTERSECTION

Festival Dates: November 2-11, 2018

Your event must occur between Nov. 3 and 4p.m. on Nov. 11

Application Dates & Deadlines:

- **Online Application:** Opens Monday, February 5
- **Prospective Applicant Meeting:** Tuesday, February 6, 10-11:30a.m., WFYI (1630 N. Meridian)
 - Learn about the application process and meet potential collaborating partners
 - RSVP to Erin Kelley at ekkelley@iupui.edu
- **Application Deadline:** Friday, April 20 at midnight
- **Selection Notification:** May 29—June 1

If selected for the 2018 Spirit & Place Festival, there is **REQUIRED** partner meeting on **Tuesday, June 12 from 10—11:30a.m.** WFYI (1630 N. Meridian)

FEE STRUCTURE & BILLING

There is no application fee to the festival; however, if selected for the festival there is a sliding scale **participation fee** based on the **lead partner's** annual operating budget.

- \$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

Entry fees are invoiced in July and typically due in early August.



What is Spirit & Place?

Spirit & Place is a platform that reaches 20K+ Central Indiana residents a year through **creative events, community conversations, and skill-building opportunities** aimed at launching innovative experiments, amplifying invisible stories, and sparking radical collaborations.

What is the Spirit & Place Festival?

The November festival is Spirit & Place's signature community offering.

Imagine an art fair or music festival. Talented individuals create the content, but the festival organizers provide the platform to showcase that content. That's the Spirit & Place Festival—10-day festival of events created and curated by the community and backed-up by the Spirit & Place organization.

We provide a yearly theme to anchor events; staff support to help you think about audience, collaborative possibilities, and event design; and 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.

Annually, the festival brings together 100+ cultural organizations, congregations, artists, and other community partners to create approximately 30 to 40 collaborative events (exhibits, performances, panel discussions, workshops, and more) that inspire sustained conversation and reflection on a common theme.

It's all in our name: Spirit & Place.

Through growth of the human spirit, Central Indiana becomes a better place.

Past, Present, & Future Themes

2015—DREAM

2016—HOME

2017—POWER

2018—INTERSECTION

2019—R/EVOLUTION

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, more than 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*

What the Spirit & Place Festival IS and IS NOT

The Spirit & Place Festival **IS a . . .**

Festival of events celebrating the arts, humanities, & religion

Time of reflection on a common theme

Platform for experimentation

Incubator for collaboration

Catalyst for civic engagement

Megaphone for unheard and unseen voices

Stage for complex & nuanced dialogue

Playground for diverse perspectives

Vehicle for community-based solutions

Curated festival (events are chosen by a Selection Committee of community peers)

FREE festival to *apply* to

Unique concept that doesn't fit on a bumper sticker!*

The Spirit & Place Festival **IS NOT a . . .**

Holding spot for existing events

"Logo swap" or go-it-alone environment

Platform to preach to your choir

Podium from which to proselytize

Marketing tool for your organization

Self-help festival

Stuffy & elite gathering

FREE festival to *be in* – if selected, there is a participation fee

Right fit for everyone, right now.**

***Goodness we know we're hard to explain!**

****And we know we ask a lot of the community.**

Want to learn more? Contact us to schedule a 60-minute "tour" of our mission or to talk through the [beliefs and values](#) of Spirit & Place.

2018 Theme: INTERSECTION

Centralizing the theme in your event idea, design, and audience experience is critical to a successful application! Figurative and literal, as well as serious and silly, interpretations of the theme are welcome.

Intersection (noun): A place where two or more roads meet.
Intersect (verb): To cut or divide by passing through or across.

One word, slightly changed in spelling, can mean a place of meeting or an act of dividing.

We encourage you to think of INTERSECTION as the **place and space where the *but, or, and, also, between, either, and other* meets**. It is the flip in the coin toss of life.

Spirit & Place hopes the INTERSECTION theme will allow you to explore unique and even radical collaborative opportunities! We invite you to explore pairings of atypical ideas, speakers, and event formats in an effort to both delight and challenge. As always, we want you—and your audience—to reflect on what INTERSECTION means to your work, personal life, faith practice, and creative self.



Culture is the intersection of people and life itself. It's how we deal with life, love, death, birth, disappointment . . . all of that is expressed in culture. – Wendell Pierce, actor

Almost always, great new ideas don't emerge from within a single person or function, but at the intersection of functions or people that have never met before. – Clayton M. Christensen, professor (Harvard Business School)

I've always been interested in the intersection between our rational and our unconscious lives. – Kathryn Harrison, author



ARTS, HUMANITIES, & RELIGION

Spirit & Place believes the emotional and creative power of the **ARTS**— fine art, folk art, music, dance, 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.

Why Should I Get Involved with the Festival?

What some of our 2017 partners said:

Spirit & Place is an awesome thing! Thanks so much for this amazing platform to explore and experiment!

The level of support from Spirit & Place is wonderful, from helping with program ideas, to suggesting important partners for a successful program, to helping with date selection. The level of personal attention and care is great!

Thank you for letting us be part of the festival. It was a lot of work, but we believe the investment was well worth it.

Following the 2017 festival, partners told us Spirit & Place allowed them to:

- Explore new ideas and take risks
- Start new conversations
- Bring people together
- Develop new and expand existing relationships
- Leverage new funding
- Increase media awareness
- Launch on-going initiatives

How We Support You

Coaching: 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, speaker bios, and images/photographs (minimum 300dpi), if supplied.

E-Newsletter: Festival events are highlighted periodically in the e-newsletter which is distributed weekly to 4,000+ 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. (Blog contributions welcome!)

Print Materials & Advertising

- **Calendar of Events (newsprint insert):** 50K+ calendars distributed in NUVO and to all event partners
- **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 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.

What is the Selection Committee Looking For?

Events Should Always...

Be original and feature new content or innovative format choices

Connect to the yearly theme

Use the **arts, humanities, and/or religion** as vehicles to explore the theme

Be collaborative

Tackle **serious issues** ...

Or be **goofy and bizarre!**

Welcome people of all abilities and backgrounds

Be engaging and aim to build bridges of understanding

What we LOVE & will give special preference towards:

- **"Never-before-seen"** events that illuminate the theme.
- Dynamic and **interactive events** that engage the mind and body.
- Events that bring together **diverse ideas, people, and organizations.**
- Creative endeavors that tap into people's passions and to inspire them to be more **engaged** in their communities.
- **Strong collaborations** that demonstrate teamwork, shared authority, and co-creation.
- Interdisciplinary events that combine the **arts, humanities, & religion.**
- **Opportunities that highlight, celebrate, and intentionally include** the complex diversity of our community across faith traditions, age spans (we welcome youth events!), life experiences, and ability levels.

Limitations & Restrictions:

- **No Personal Development Workshops.** We're looking for community-focused events rooted in the arts, humanities, & religion.
- **Fundraising & Fee-based Events:** We discourage fundraising events and prefer free public events. However, we recognize 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:** Events **MUST** occur between Saturday, November 3 and be completed by 4:00p.m. on Sunday, November 11.
 - **Monumental Marathon (Nov. 3) & Veterans Day Parade (Nov. 10):** We want and need events on both Saturdays of the festival! Just be mindful of these two events and work with Spirit & Place staff if you need help strategizing.
- **Accessibility:** All events must be held in handicap accessible venues and you will be asked to confirm IndyGo bus routes serving your area.

***If your festival offering is an exhibit and you want to engage the First Friday crowd on November 2, please schedule a conversation with Erin Kelley to discuss options.**

Festival Selection Criteria

- 1.) **Inventiveness.** Spirit & Place events should offer inventive, “wow-like” approaches and provide attendees with fresh insights and “ah-ha” moments. Consider participatory program formats, creative partnerships, unique venues, bold topics, and thought-provoking presenters.
- 2.) **Richness of opportunities for audience engagement/interaction.** Events should engage audience members on multiple levels. Consider design strategies that involve the senses, physical movement, and/or the intellectual and creative contributions of the audience itself. When possible, events should provide attendees a mechanism to stay engaged with the issue and/or each other.
- 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. Your application should demonstrate you’ve thought about who your audience is and how will will design an event for them.
- 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.

AWARD OF AWESOMENESS!

The “Award of Awesomeness” is given to the event that best:

- Tackles the theme in a compelling way
- Uses the arts, humanities, and/or religion in an innovative fashion
- Provides an captivating format for attendees
- Exemplifies the values and beliefs of Spirit & Place

Up to five events will be nominated by the Selection Committee for the Award of Awesomeness. A panel of secret judges will attend the nominated events and the winner will be announced during the Public Conversation on Sunday, November 11.

The winning event receives a \$1,000 prize!



Online Application

The online application opens **Monday, February 5** and closes on **midnight Friday, April 20, 2018**.
Use this worksheet to help prepare for the online application. All fields are **REQUIRED**.

Event Title:

Lead Partner Organization or Individual:

Contact name:
Address (city, state, zip code):
Email address:
Phone:
Website or Facebook page:

Collaborating Partner (list as many as needed!):

Organization name:
Contact name:
Address (city, state, zip code):
Email address:
Phone:
Website or Facebook Page:
Nature of collaboration (choose all that apply): Design input, content, hosting/venue, staff support, expenses, supplies, and/or promotional support
Is this collaborating partner (choose one): All in, Possibly interested, Hasn't been contacted yet

Event Date or Date Range:

Event Start & End Time:

Venue (must be accessible):

Building Name:
Address (city, state, zip code):
Seating Capacity:
IndyGo routes:
Parking & entry instructions:
Venue contact name:
Venue contact email:
Venue contact phone:

Cost & RSVPs:

Free: Yes/No
Fee Amount:
If fee-based, can attendees purchase tickets online? By phone? In-person?
Do you have an RSVP deadline? If so, when?

Short Description (25 words):



How does your event connect to the theme? (100 words):

Explain how the audience will reflect upon and/or experience the theme.

What's your "wow" using the arts, humanities, or religion? (100 words):

How are you using the arts, humanities, and/or religion as a vehicle to explore the theme? Why/how is this exciting for your audience?

Briefly share your back story. (200 words):

How did this idea and/or partnership emerge? What was your inspiration?

Describe the flow of your event (150 words):

Specifically describe the format of your event and how it will flow from beginning to end.

How does the community participate in your event through facilitated dialogue, exchange of ideas, and/or creative expression? (150 words)

Talent (list as many as you have!)

Organization, Ensemble, or Individual Name:

Email address:

Website or Facebook Page:

Event role (choose all that apply): Musician, Dancer, Spoken Word Artist, Artist, Writer, Poet, Speaker, Moderator, Conversation Facilitator, or Other _____

Is this person/ensemble (choose one): All in, Possibly interested, Hasn't been contacted yet

Audience & Marketing (100 words):

Who is your intended audience, why will they love your event, and how will you plan to reach them?

Award of Awesomeness.

Share any last thoughts on your event and why it will be the MOST awesome in the festival.



Application Glossary & Explanations:

Addresses: Why does the application ask for so many addresses? Promotional calendars will be sent to all partners in early October. Venues will also receive Event Guides in late October.

Collaborating Partner: Events need at least one collaborating partner. The nature of the collaborative relationships vary from event to event and even between partners on a single event. Collaborators should have input into the event design and/or implementation—vendors, donors, and sponsors are not collaborators in this sense.

Event Date or Date Range: Events should occur between November 3 and 4p.m. on November 11, 2018.

Lead Partner: The person/organization Spirit & Place communicates with during the application process and beyond. The lead partner keeps all of their collaborating partners informed and receives the invoice, which is based on their operating budget.

RSVP Deadline: Unless, for example, you have a firm deadline due to a catering count, select an RSVP deadline as close to the event date as possible. The day before works great us, if that works for you.

Application Tips

Title: Be evocative of the event experience and ask yourself, and then ask yourself again, “Do I really need that colon?”

Collaborating Partner: Do NOT list organizations you have not spoken to. The Selection Committee understands you may still be negotiating roles, but collaborating partners should know they’ve been listed in your application and should have agreed to participate in some way. (Same goes for speakers!)

Event Date or Date Range: Events should occur between November 3 and 4p.m. on November 11. Be mind of the Monumental Marathon route on November 3 and the Veterans Day Parade route on November 10.

Event Time: If you have an event that runs from 6—8pm, but the first half-hour is a reception followed by a 60 minute panel discussion, and a final 30 minute sing-a-long, please make sure that depth of information finds its way into the “FLOW” section of your application.

Venue: If the event is not occurring in your facility, you are STRONGLY encouraged to verify the proper name of the venue.

Short Description: Be evocative! This is your chance to hook the reader into wanting to learn more.

Theme: Unless your event goal is philosophical in nature, waxing poetic about the theme will not win points with the Selection Committee. While they want to know what inspired you about the theme, that level of detail is best suited in the “BACKSTORY” section of the application.



Wow/Arts, Humanities, Religion: Clearly state for the Selection Committee how you are using the arts, humanities, and/or religion in a meaningful and innovative way to connect with your audience. The Selection gives preference to interdisciplinary events.

Backstory: This is the place to share with the Selection Committee where the event idea came from, how the theme inspired you, how you got connected with your collaborating partners, and why you and your partners are the best to run with this idea!

Flow: Paint a picture for the Selection Committee. What's the format? What will the audience experience? What order will things occur? What will the audience see, hear, and do? Critiques we often hear from the Selection Committee include:

- Not fully understanding what the audience will experience.
- Not enough time built in for audience engagement. (Often due to too many panelists/speakers.)
- Panelists/speakers only representing one side of an issue. (The Selection Committee and Spirit & Place are not looking for debate formats, per se, but we do want to see how you're working to make sure the complexity of an issue is addressed.)

Talent & Roles: This is NOT where you list vendors, sponsors, or donors. Rather, who are the talented folks featured in your event? More weight is given to applications in which the featured talent have been contacted rather than a wish list of *possible* speakers, musicians, etc.

Audience: "Everyone will love this event" is not a sufficient answer. Let the Selection Committee know who your audience is and how you plan to target them.

Additional Tips for a Successful Application:

- **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.
- **Use complete sentences** and don't assume the Selection Committee knows what or who you are referencing. (Be mindful of acronyms.)
- **Work with your collaborating partners.** Ask your partners to review your application before submitting it so that you can benefit from their ideas and build buy-in.
- **Connect with staff!** Spirit & Place staff are here to help you think through the process, answer questions, and provide advice. We do not select events! That job belongs to the Selection Committee so we're free to help you as much as you need. Use our expertise and insight to support your creation of a great event.



Festival Partner Agreement.

Agreement is **REQUIRED** for Festival acceptance and participation.

	Lead Partner	Collaborating Partner
Participation Fee	Pays the participation fee. The entry fee—\$400, \$200, or \$100—is based on the lead partner’s operating budget and must be paid within 30 days of invoicing. Typically due in August with no refunds issued after August 15.	*Optional: Lead partners are welcome to split the participation fee with their collaborating partners, but Spirit & Place requires a single payment from the lead partner.
Festival Partner Meeting	Required attendance. Lead partners MUST attend the 2018 festival partner meeting on Tues., June 12, 10-11:30a.m. at WFYI (1630 N. Meridian St.)	*Optional: Attendance for collaborating partners is not required, but encouraged.
Promotions & Marketing <div style="border: 1px solid black; padding: 5px; margin: 10px 0;"> <p style="text-align: center;">Promotions</p> <p>Do not count on Spirit & Place to create your audience. We work to promote the overall festival and, when appropriate, will make media pitches. But you MUST work to promote your own event.</p> </div>	Engage in promotions and coordinate efforts with Spirit & Place and collaborating partners. 1.) Let Spirit & Place know IMMEDIATELY when event details change 2.) Promote event on community calendars, fliers, personal invitations, etc., 3.) Use the Spirit & Place name and/or logo in conjunction with ALL references to the event and the hashtag, #SPIndy, when appropriate 4.) Work with Bohlsen Group to manage a Facebook Event Page 5.) Keep Spirit & Place in the know with your press releases and/or media pitches 6) Distribute Spirit & Place collateral (e.g., newsprint calendars and Event Guides) 7.) Update and engage collaborating partners regarding their promotional obligations	Distribute Spirit & Place collateral. ALL EVENT PARTNERS and VENUES will receive <i>at least</i> 100 newsprint calendars in early October to distribute. All VENUES will receive 200+ Event Guides in late October to distribute at the event. (Event Guides can be used as promotional pieces, but enough should be held back to distribute to event attendees).

Applications are due April 20, 2018.

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



Image Permission	Submit promotional images including the language, “I, [insert name], represent and warrant that I am the copyright owner or have secured the rights from the copyright owner of the image “Image Title” and grant permission for use. The image should be credited as”	*Optional: Collaborating partners are welcome to submit images for consideration and must also include use permission language.
RSVP System	Comply with event RSVP requirements. Spirit & Place will create an RSVP system for FREE events. Separate systems for free events, such as EventBrite, are not allowed. Paid events must manage their own RSVPs.	Comply with event RSVP requirements.
Event Logistics	Lead partners guarantee: 1.) The event is unique to the Spirit & Place Festival and will not be repeated between August 1 and December 31, 2018 in Marion or contiguous counties (some exceptions apply) 2.) Up to eight (8) complimentary seats per event for for Spirit & Place staff, volunteers, and donors 3.) Events will be begin with brief welcome remarks provided by Spirit & Place 4.)Audience will be verbally reminded to submit evaluations	Venue partner agrees to coordinate a site visit prior to the festival (likely in September) to identify where Spirit & Place branding materials and volunteers will be stationed (see below).
Volunteers	Spirit & Place will send 2 to 3 festival volunteers who will greet guests, maintain a sign-in sheet, distribute Event Guides, and collect evaluations. Spirit & Place volunteers will not assist with set-up or tear-down activities.	A table, with tablecloth and chairs, should be located in a high traffic area with Event Guides nearby. Spirit & Place volunteers will bring all other (branding) materials.
Post-Festival Requirements	Partner Survey & RSVP Lists. Lead partners must complete an online partner survey by Dec. 1, 2018. Fee-based events that managed their own RSVP lists must also submit attendee names and emails by Dec. 1, 2018.	All collaborating partners can help in this process by keeping track of volunteer and staff hours devoted the event and by providing an estimate of event-related expenses to the lead partner.