2019 Spirit & Place Festival
Application Guidelines

Theme: R/EVOLUTION

Festival Dates: November 1-10, 2019
Your event must occur between Nov. 2 and 4PM on Nov. 10

Application Dates & Deadlines:
- Prospective Applicant Meeting: TWO MEETING TIMES on WEDNESDAY, FEBRUARY 6!
  - 10—11:30AM OR 3:30—5PM at WFYI Public Media (1630 N. Meridian St.)
  - Learn about the application process and meet potential collaborating partners
  - RSVP to Erin Kelley at ekkelley@iupui.edu
- Online Application Opens: Friday, February 8
- Application Deadline: Friday, April 12 at midnight
- Selection Notification: June 10—14

SELECTED EVENTS:
If selected for the 2019 festival, there is REQUIRED partner meeting for lead partners on WEDNESDAY, JUNE 26 from 10—11:30AM or from 3:30—5PM at WFYI (1630 N. Meridian). Collaborating partners are welcome, but not required.

If selected and this is the first time you have been a lead partner in the Spirit & Place Festival, you must schedule an additional meeting with Program Director Erin Kelley before September 1, 2019.

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 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, and the festival organizers provide the platform to showcase that content. That’s the Spirit & Place Festival—10-day festival of events independently 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 Themes
2015—DREAM
2016—HOME
2017 – POWER
2018—INTERSECTION
2019—R/EVOLUTION

Applications are due April 12, 2019.
Questions? Call 317-274-2462 or email ekkelley@iupui.edu
www.spiritandplace.org

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Festival Dates: November 1-10, 2019
What the Spirit & Place Festival IS and IS NOT

<table>
<thead>
<tr>
<th>The Spirit &amp; Place Festival IS a . . .</th>
<th>The Spirit &amp; Place Festival IS NOT a . . .</th>
</tr>
</thead>
<tbody>
<tr>
<td>Festival of events celebrating the arts, humanities, &amp; religion</td>
<td>Holding spot for existing events</td>
</tr>
<tr>
<td>Time of reflection on a common theme</td>
<td>“Logo swap” or go-it-alone environment</td>
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<tr>
<td>Platform for experimentation</td>
<td>Platform to preach to your choir</td>
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<tr>
<td>Incubator for collaboration</td>
<td>Podium from which to proselytize</td>
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<tr>
<td>Catalyst for civic engagement</td>
<td>Marketing tool for your organization</td>
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<tr>
<td>Amplifier of often unheard voices</td>
<td>Self-help festival</td>
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<tr>
<td>Stage for complex &amp; nuanced dialogue</td>
<td>Stuffy &amp; elite gathering</td>
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<tr>
<td>Playground for diverse perspectives</td>
<td>Fix-all solution to diversifying your audience</td>
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<tr>
<td>Vehicle for community-based solutions</td>
<td>FREE festival to be in – if selected, there is a participation fee</td>
</tr>
<tr>
<td>Curated festival (events are chosen by a Selection Committee of community peers)</td>
<td>Right fit for everyone, right now.**</td>
</tr>
<tr>
<td>FREE festival to apply to</td>
<td></td>
</tr>
<tr>
<td>Unique concept that doesn’t fit on a bumper sticker!*</td>
<td></td>
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</tbody>
</table>

*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.
2019 Theme: R/EVOLUTION

Centering the theme throughout the process of selecting a topic, finding collaborating partners, and designing your event is crucial to a successful application.

The Latin revolutio and evolutio are separated by a single letter. The first means "a turn around," implying swift or abrupt transition. The second means an "unrolling," or "opening," suggesting gradual transformation or blooming. Regardless, it’s all about change!

What do history, geography, art, science, astronomy, sociology, religion, political science, and culture teach us about both revolution and evolution? What new ways of being, seeing, and doing are blooming and evolving around the world? What contemporary issues—in our backyard and elsewhere—are calling out for revolution?

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Quotes to get you thinking . . .

The greatest challenge of the day is: how to bring about a revolution of the heart, a revolution which has to start with each one of us? – Dorothy Day, social/religious activist

Our greatest human adventure is the evolution of consciousness. We are in this life to enlarge the soul, liberate the spirit, and light up the brain.—Tom Robbins, writer

No real social change has ever been brought about without revolution . . . revolution is but thought carried into action. – Emma Goldman, activist

America’s present need is not heroics but healing; not nostrums but normalcy; not revolution but restoration. – Warren G. Harding, politician

Without freedom and without humor, our cultures can’t have a healthy evolution. – Yasmine Hamdan, singer/songwriter

Poetry is the lifeblood of rebellion, revolution, and the raising of consciousness. – Alice Walker, writer/poet

Many people repeat the past. I’m not interested. I prefer evolution. – Issey Miyake, fashion designer

Searching for quotes, books, articles, and videos about “revolution” and “evolution” is a great way to help spark topic and speaker ideas.
Spirit & Place’s Tools: 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.

How to use these tools

Below are the past Award of Awesomeness winners. In each example, the arts, humanities, and/or religion illuminated the theme in an intentional way that deeply engaged the audience. This intentionality was a key factor in why these events won the $1,000 prize.

Riverside Speaks: Past, Present, and Future (2016, HOME)

Ebenezer Baptist Church leveraged its 50th anniversary in the Riverside neighborhood to create a highly collaborative event with congregants, artists, neighbors, and housing development officials. Using historic photographs, memorabilia, and the personal stories of community elders, they used the humanities to draw the audience into the history of their church and community. Staying true to their faith, they also welcomed attendees into their sanctuary for a re-created 1960s era African American church service that highlighted their religious practice without proselytizing. Lastly, by working with young artists, they connected attendees to the power of the arts in building community.

Break the Chains Off! The History of Hip-Hop in Power and Resistance (2017, POWER) – The Kheprw Institute and their partners combined the art of hip-hop, spoken word, photography, and other visual arts with short humanities-rooted presentations detailing the history of hip-hop in the African American experience. Audience members were treated to a concert, gallery show, live art-making demo, and short presentations that connected them to Indy’s local art scene while also deepening an appreciation for how art, especially hip-hop, has developed as a tool to fight oppression and unfair systems of power.

Explore Art-omotive (2018, INTERSECTION)

Ivy Tech Community College (Fine Arts and Automotive Garage programs), Marian University, and Social Sketch Indy collaborated with first-time festival partner, the Indianapolis Motor Speedway Museum to host a family-friendly event that engaged attendees around the intersection of art and automotive design. Using the festival theme to develop a class curriculum, Ivy Tech and Marian University students received direction from faculty and IMS Museum staff on their artistic designs. Students used this feedback to create hands-on activities which provided the museum with art-based programming for the first time in its history. Student creations will go into their professional portfolios and some of the pieces will be displayed at the museum later in 2019. Ivy Tech is even considering a new interdisciplinary course in metal artwork between the Fine Arts and Automotive Garage programs.
**Why Should I Get Involved with the Festival?**

*What some of our 2018 partners said:*

This festival event gave us a chance to introduce existing partners to each other... and lay the groundwork for future collaboration.

[Spirit & Place] helped to coalesce this diverse group around a single theme to work toward. I don’t know how easy this would have been without Spirit & Place.

This event helped us build a relationship with a local business so that we may be able to bring our program into that organization.

*Partners routinely tell us involvement in the Spirit & Place Festival 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

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**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 along with speaker bios and images/photographs (jpg or tif, 300dpi, 4.096MB max), if supplied.

**E-Newsletter:** Festival events are highlighted periodically in the e-newsletter which is distributed weekly to 6,000+ 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.

**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 tools to explore the theme
- Be collaborative
- Tackle serious issues ...
- Or be goofy and bizzare!
- 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.

- **Date Restrictions:** Events **MUST** occur between Saturday, November 2 and be completed by 4:00PM on Sunday, November 10.
  - National FFA Convention (Last Day: Saturday, Nov. 2) and Monumental Marathon (Saturday, Nov. 9): We want and need events on both Saturdays of the festival! Just be mindful of the added activity around the city on November 2 and 9.

- **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 1, 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 you 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 event 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.

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**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 judges will attend the nominated events and the winner will be announced during the Public Conversation on Sunday, November 10.

The winning event receives a $1,000 prize!
Online Application
The online application opens **Friday, February 8** and closes on **midnight Friday, April 12, 2019**. Use this worksheet to prepare 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 Expertise ___
- Hosting/Venue ___
- Staff support ___
- Expenses ___
- Supplies___
- Promotions___

Is this collaborating partner (choose one):
- All in ___
- Possibly interested ___
- Hasn’t been contacted yet ___ (You should NOT list anyone you haven’t spoken to.)

Event Date or Date Range:

Doors Open:
Event Begins:
Event Ends:

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:
- ADA compliant?:

Applications are due **April 12, 2019**. Questions? Call 317-274-2462 or email ekkelley@iupui.edu

www.spiritandplace.org
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. Please reference past newsprint calendars for examples):

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 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 per category, as needed. If you’re no using all three tools, that is OKAY!):
How will you use the HUMANITIES to tackle the R/EVOLUTION theme and engage your audience?
Example: We will use life story (history) and poetry of Mari Evans to anchor small group conversations around the idea of art as a revolutionary tool for change. (TIP: Poetry is both a humanities & art-based tool! The Selection Committee appreciates it when disciplines are bridged.)

How will you use ART to tackle the R/EVOLUTION theme and engage your audience?
Example: We will involve attendees in a collaborative art-making experience as a way to help them reflect on the presenter’s remarks on the evolution of the role of the arts in communities. (TIP: Art-making for the sake of “something hands-on to do” isn’t enough. How will making, looking at, or listening to art – be it visual, music, dance, etc. – connect to the theme?)

How will you use RELIGION to tackle the R/EVOLUTION theme and engage your audience?
Example: We will use the sacred texts of the Bible, Quran, and Bhagavad Gita to explore how religion can both maintain the status quo and inspire radical change. Attendees will be asked to reflect on personally meaningful text. (TIP: Sometimes congregations are brought on as collaborative partners but religion/faith isn’t central to the discussion. Having a congregational partner as a venue host or promotional partner is great! But it isn’t really what the Selection Committee is looking for in terms of using religion as a vehicle to explore the theme.)

Briefly share your back story. (200 words):
How did this idea and/or partnership emerge? What was your inspiration?
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___
  Writer___ Poet___ Speaker___ Moderator___
  Conversation Facilitator___ 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.
Why will your event be the most awesome in the festival and how would you use the $1,000 prize?

*Audience & Marketing

Do not count on Spirit & Place to create your audience.
We work to promote the overall festival and cannot create and execute individualized marketing plans.

You must work to promote your own event. Truly thinking about who your intended audience is will help with this.

Nervous about marketing your event?
We’re here for you! Consider using the Spirit & Place “PR Matrix” to plan your promotions.
We’ll also provide template social media posts, links to community calendars where you can upload info, and we are always happy to help you craft a press release.
Application Glossary & Explanations:

Addresses: Promotional event calendars will be delivered to all collaborating and venue partners in early October. Venues will also receive Event Guides in late October. Full addresses are needed for delivery.

Collaborating Partner: Events need at least one collaborating partner. The nature of the collaborative relationships vary by event and even between partners on a single event. Collaborators often have input into the event design. Vendors, donors, and sponsors are not collaborators in this sense.

Event Date or Date Range: Events should occur between November 2 and 4PM on November 10, 2019.

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 brevity is best.

Collaborating Partner: Collaborating partners should know they’ve been listed in your application and should have agreed to participate in some way. DO NOT list anyone without their consent.

Additionally, if your event is tackling an issue that is not central to your mission (e.g., an art or history museum leading an event on mental health), you MUST involve a partner with content and/or service expertise in that area. Not only will this make a stronger event application, it will help you center the voices and experiences of those most directly affected by the issue your event tackles.

Event Date or Date Range: Events should occur between November 2 and 4PM on November 10. Be mind of the the final day of the National FFA Convention on November 2 and the Monumental Marathon route on November 9.

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 and street address of the venue as well as where attendees should park.

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

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.)

**Theme:** 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. Be direct in this section about the connection between your event and the theme.

**Wow/Arts, Humanities, Religion:** Clearly state how you are using the arts, humanities, and/or religion in a meaningful and innovative way to engage your audience. The Selection Committee 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/or why you and your partners are the best to run with this idea!

**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.** Don’t try to do too much. Think 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 is here to help you think through the process, answer questions, and provide advice.

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**Attendee Advice**

Festival attendees have provided fantastic advice over the years on what makes a great event.

**Interaction is valued and expected at Spirit & Place Festival events.**

> “More discussion by the participants would have enhanced the presentation.”

**Food! If you’re serving it, let people know.**

> “Eating ‘in community’ was meaningful.”

**Manage expectations by publicizing precise times.**

> “Please don’t say the program starts at 6:30 when it starts at 7.”

**Calendaring matters. Help Spirit & Place determine whether your event is competing for the same audience as another event.**

> “Should have spread the events connected to this audience over the week.”

**The audience has high expectations for your moderator & panelists!**

> “One panelist was less verbal than the others and should have been invited to speak more by the moderator.”
> “Too many panelists. Not enough time to hear from them all or ask audience questions.”
> “Questions should be repeated by the moderator.”
> “Needs a more diverse panel.”

**Little things aren’t so “little” when it comes to accessibility.**

> “Needed a handout with speaker names and title. Name cards are too hard to see.”
> “Looking directly into the daylight was uncomfortable and made it hard to see.”
> “The sound system was problematic.”
> “Everyone should use the microphone.”
## Festival Partner Agreement

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

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<tr>
<th><strong>Lead Partner</strong></th>
<th><strong>Collaborating Partner</strong></th>
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<tbody>
<tr>
<td><strong>Participation Fee</strong></td>
<td><strong>Pays the participation fee.</strong> 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.</td>
</tr>
<tr>
<td><strong>Festival Partner Meeting</strong></td>
<td><strong>Required attendance.</strong> Lead partners MUST attend the 2019 festival partner meeting on Wed., June 26 from 10-11:30AM or 3:30—5PM at WFYI (1630 N. Meridian St.)</td>
</tr>
</tbody>
</table>
| **Promotions & Marketing** | **Engage in promotions and coordinate efforts with Spirit & Place and collaborating partners.**  
1.) IMMEDIATELY update Spirit & Place with event changes.  
2.) Promote event on community calendars, fliers, personal invitations, etc., and engage collaborating partners in cross-promotional efforts  
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 (TBD)  
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) | **Distribute Spirit & Place collateral.**  
ALL EVENT PARTNERS and VENUES will receive **at least 100 newsprint event 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). |

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**Applications are due April 12, 2019.**

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

www.spiritandplace.org
<table>
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<tr>
<th>Image Permission (jpg or tif, 300dpi, 4.096MB max)</th>
<th>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 ....”</th>
<th>*Optional: Collaborating partners are welcome to submit images for consideration and must also include use permission language.</th>
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</thead>
<tbody>
<tr>
<td>RSVP System</td>
<td>Comply with event RSVP requirements. Spirit &amp; Place will create an RSVP system for FREE events using GoogleForms. Separate systems for free events, such as EventBrite, are not allowed. Paid events must manage their own RSVPs. *Concerns about the RSVP system strategy must be raised by August 1, 2019.</td>
<td>Comply with event RSVP requirements.</td>
</tr>
<tr>
<td>Event Logistics</td>
<td>Lead partners guarantee: 1.) The event is unique to the Spirit &amp; Place Festival and will not be repeated between August 1 and December 31, 2019 in Marion or contiguous counties (some exceptions apply) 2.) Up to eight (8) complimentary seats per event for for Spirit &amp; Place staff, volunteers, and donors 3.) Events will begin with brief welcome remarks provided by Spirit &amp; Place 4.) Audience will be verbally reminded to submit evaluations</td>
<td>Venue partner agrees to coordinate a site visit prior to the festival (likely in September) to identify where Spirit &amp; Place branding materials and volunteers will be stationed (see below).</td>
</tr>
<tr>
<td>Volunteers</td>
<td>Spirit &amp; Place will send 2 to 3 festival volunteers who will greet guests, maintain a sign-in sheet, distribute Event Guides, and collect evaluations. Spirit &amp; Place volunteers will not assist with set-up or tear-down activities.</td>
<td>A table, with tablecloth and chairs, should be located in a high traffic area with Event Guides nearby. Spirit &amp; Place volunteers will bring all other (branding) materials.</td>
</tr>
<tr>
<td>Post-Festival Requirements</td>
<td>Partner Survey &amp; RSVP Lists. Lead partners must complete an online partner survey by Dec. 2, 2019. Fee-based events that managed their own RSVP lists must also submit attendee names and emails by Dec. 2, 2019.</td>
<td>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.</td>
</tr>
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</table>