



# Festival Fund Guidelines

## Festival Fund Purpose

The International Center Festival Fund, supported by the Indianapolis Foundation, an affiliate of Central Indiana Community Foundation (CICF), as well as the Christel DeHaan Family Foundation, serves internationally focused organizations that showcase and celebrate cultural diversity in Central Indiana, namely Marion and surrounding counties. The Fund was established to promote the activities of organizations that enrich cultural life by celebrating cultural expression in a variety of forms and encourage understanding and appreciation for different cultures.

Preference of sponsorship will go to organizations promoting education about the nations that represent the residents of Central Indiana and that highlight the arts, cultures, foods and traditions of those nations. Consideration will be given to both single and multi-day events that are open to the public and where promoting a more diverse Indiana is fundamental to the event.

## Applying organizations are advised of the following:

- The Fund supports not-for-profit organizations only.
- The grant range is \$250 - \$2000. The entire award up to \$2000 must be utilized for the event.
- Generally, only one request per organization per calendar year should be submitted.
- The request should be signed by the organization's Board Chair, Executive Director, President or CEO.
- Awardees must comply with The International Center's event promotion guidelines.
- A final report showing how the grant money was used, including photographic documentation of the event, must be submitted within 30 days after the event.

## Collaborations & Partnerships

Collaborative efforts utilizing the strengths and knowledge base of more than one organization are highly recommended. Priority will be given to collaborations that reduce duplication of efforts and maximize the number of people served by the program.

## What the Festival Fund does not fund

- Grants to individuals
- Capital projects
- Organizations or projects that discriminate based upon race, ethnicity, age, gender, or sexual orientation
- Political campaigns
- Research projects
- Operational costs of the organization

Contact [rvanvliet@internationalcenter.org](mailto:rvanvliet@internationalcenter.org) for more information.

## Application Process

Requests for event sponsorship are accepted on an ongoing basis but not less than 60 days prior to the event date, which allows enough time to accommodate any publicity deadlines (i.e. printing of brochures, fliers, etc.). The Festival Fund is a competitive process with a limited budget, and application submittal does not guarantee funding. Acceptance/decline notification will generally occur within three weeks of receipt of a *completed* Festival Fund application. A complete Festival Fund application includes:

- Festival Fund Application Form**, including budget information and a marketing plan outlining the projected types and quantities of materials that will be used to publicize the event, such as, "50 posters to be placed 2 weeks prior to the event in store front windows; 100 printed programs to be distributed to patrons at the event, 2 banners to be hung at the corners of Meridian and 30th and Binford Boulevard and 65th, etc."
- Sponsorship document** outlining the benefits of all festival sponsorship levels offered, along with sponsors committed to date and their sponsorship levels. For example, "\$500 Silver Level: banner displayed, mention in newsletter, etc."
- Proof of 501 (c) (3) not-for-profit status**. If the organization is not a 501(c) (3), include a copy of the fiscal agent's not-for-profit status.

To complete the application, visit our website at [www.internationalcenter.org](http://www.internationalcenter.org). Under the **What We Do/Community** tab you will find the Festival Fund sub-tab. Use the provided form, being sure to include *all attachments*: the application and budget, the marketing plan, and the sponsorship information document. Incomplete submissions will not be considered. **Please allow enough time to accommodate any deadlines as it relates to the printing and distribution of marketing materials (i.e. brochures, fliers, etc.).**

**Please submit completed Festival Fund Applications to Billie Fouts, marketing and development, using any of the methods below:**

**Mail:** The International Center, One Indiana Square / Suite 2000, Indianapolis, IN 46204

**Fax:** 317-955-5151, **or Email:** [rvanvliet@internationalcenter.org](mailto:rvanvliet@internationalcenter.org)

## Event Promotion Guidelines

Any listing of this award in a publication or other printed material should identify it as a grant from The International Center, The Indianapolis Foundation, and the Christel DeHaan Family Foundation. Logos for these sponsors will be provided to your organization by the Festival Fund administration. Organizations are required to obtain The International Center's staff approval of any proposed marketing and promotional materials including text, signage, and collateral related to The Center's recognition prior to its release. *Please note, no changes to the logo are allowed.*

## Post-Event Reporting Requirements

A post-event report must be completed and submitted to The Center by your organization no later than 30 days following your event. The items included in this report are necessary for The International Center's records to ensure the continuation of the Festival Fund. Failure to submit the post-event report could jeopardize future funding opportunities for your organization. The following items must be included in order for your post-event report to be complete:

- Completed Post-Event Evaluation Form (provided by The Center)
- Samples of promotional and marketing materials featuring the three sponsor logos
- Photos of the event (minimum of 4 photos)



The International Center