

# 2022-23 Sponsorships

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*New Jersey Council for the Humanities*

## *General Information*

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### **Organization Name\***

*Character Limit: 250*

### **Organization Contact Name\***

*Character Limit: 250*

### **Organization Contact Title\***

*Character Limit: 250*

### **Organization Contact Email\***

*Character Limit: 254*

### **Organization Website\***

*Character Limit: 2000*

### **Organization Twitter URL**

*Character Limit: 2000*

### **Organization Facebook URL**

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## *Narrative*

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### **Project Name\***

The name of the project is used throughout the administration of the request. Please keep the name short and simple; it will only be used internally to identify your project.

*Character Limit: 100*

### **Sponsorship Amount Requested\***

Please indicate the total amount (in USD) of sponsorship support you are requesting from NJCH. Note that the maximum level of support which may be requested is \$3,000.

*Character Limit: 250*

### **Mission and Vision\***

Please provide a brief description (3-4 sentences) of your organization's mission and/or vision. This is a space for you to tell us about your organization's purpose, what you do, and the people

who benefit from your work. If your organization is led by and/or serves underrepresented groups, please provide further detail about how your work supports these communities. If you serve a particular geographic area in New Jersey, please tell us about that as well.

*Character Limit: 1500*

### **Sponsored Event/Activity Description\***

Please provide a brief description (4-5 sentences) of the specific event or activity for which you are seeking NJCH sponsorship support. Your answer should include the event/activity's title as well as a summary of the program or agenda, including names and affiliations of featured participants.

*Character Limit: 1500*

### **Event/Activity Date\***

Please list the day/month/year that you plan to host the sponsored event or activity. If the date is confirmed, please list it; if the date is still TBD, please give a *proposed* date that reflects the month/year when you plan to host the event/activity. Note that sponsored events must start *no sooner than two (2) months* after the date of application submission.

*Character Limit: 10*

### **Event/Activity Time\***

Please list the time of day when you plan to host your event/activity (e.g., 1:30 pm). If the time is TBD, please write "TBD" in the text box.

*Character Limit: 250*

### **Event/Activity Format\***

Please briefly describe the planned format for your event. Is it in-person? Virtual? Hybrid? If it's a virtual or hybrid event, please list the platform that you plan to use to host the event.

*Character Limit: 250*

### **Event/Activity Venue (in-person events only)**

If your event will be held in-person, please provide a brief description of the venue where it will take place. Include venue name, location, and capacity.

*Character Limit: 250*

### **Number of Event/Activity Attendees Expected\***

Please estimate the number of people you expect to attend or view the event.

*Character Limit: 20*

### **Sponsorship Rationale\***

Please provide a brief explanation of how your proposed event/activity supports NJCH's current sponsorship priorities:

- Support areas that are underserved in the NJ humanities ecosystem (i.e., geographic, demographic, institutional type, humanities disciplines)
- Support events/programs with a large number of attendees or viewership
- Support activities with low-cost or free attendance
- Provide equitable access to the humanities or educational/professional development opportunities for humanities-serving institutions
- Support activities that meet NJCH's strategic priorities, but whose structure is not suited to NJCH's current grantmaking programs or initiatives
- Support organizations not recently funded by NJCH grants
- Demonstrate a clear sense of the activity's marketing and visibility potential, including logo placement, digital promotion, program inclusion
- Support rapid response programs that address recent events that have had a strong impact on New Jerseyans and that would benefit from a humanities perspective. In those cases, standard expectations about timing may be waived on a case-by-case basis.

*Character Limit: 1500*

### **Audience\***

Please describe the target audiences for the sponsorship event/activity and why are they important or significant to your organization's work. You may find it helpful to include information about audience geography, demographics, age, special interests, etc.

*Note: Projects must serve New Jersey audiences, but we understand that virtual and hybrid programming may attract out-of-state and international attendees.*

*Character Limit: 1500*

### **Marketing\***

Describe how your organization plans to advertise and promote the sponsorship event or activity. What outreach and publicity strategies will you employ to connect with your target audiences? How do you plan to reach out to them and beyond to share this event/activity and encourage participation? If your organization has hosted similar events/activities in the past, please include relevant information such as audience numbers, press coverage, social media engagement, etc.

*Character Limit: 1500*

### **NJCH Visibility\***

NJCH sponsorships are intended to provide visibility and access to audiences that are not currently being served by our grantmaking and other programmatic activities. If your sponsorship application is funded, how will your sponsored event/activity make NJCH's support visible (e.g., printed materials, on your organization website, verbal acknowledgment at event, ads or other promotional materials)?

*Character Limit: 1500*

## Additional Information

Please share any other information you feel it would be helpful for us to know when reviewing your sponsorship application.

*Character Limit: 250*

## Supporting Materials

Feel free to use this space to upload any additional documents or materials you would like to share with us about your sponsorship opportunity. You may include a 1-2 sentence description of the document/material in the space below.

Note that you are not required to submit any supporting materials for your application; this is optional.

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## Certification

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### Applicant Signature\*

By signing and submitting this sponsorship proposal, the applicant is acknowledging compliance with the New Jersey Council for the Humanities' Sponsorship Guidelines.

By typing my name, I confirm that all information contained in this application is true to the best of my knowledge.

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