



## **Table of Contents**

- Overview – p. 1
- Funding Priorities – p. 1-2
- Funding Limits, Duration, and Frequency – p. 2
- Recent Sponsorships – p. 3
- How to Apply – p. 3
- Reporting – p. 3

## **Sponsorships Overview**

NJCH sponsorships support public humanities events, programs, and opportunities that help institutions serving the people of New Jersey explore, cultivate, and champion the public humanities in our lives and across the state’s diverse communities.

NJCH sponsorships are designed to fund activities that advance NJCH’s [mission](#) and [strategic goals](#), with the aim of providing greater visibility and access to audiences that are not currently served by NJCH through our grantmaking and other programmatic initiatives.

NJCH will provide funding up to \$3,000 for an organization's event, in return for marketing visibility and exposure. Requests for sponsorship support that exceed this limit will be considered on a case-by-case basis.

Sponsorships can support a variety of formats, including events, conferences, scholarships, apprenticeships, or awards.

Regardless of type, sponsored activities must meet the following eligibility requirements:

- Applicant must be a 501(c)(3) nonprofit or government organization
- Activity is open to the general public and has free or low-cost admission
- Activity primarily serves New Jersey audiences and/or organizations
- Applicant must be in compliance with terms and conditions of previous NJCH grants, sponsorships, or awards.

Individuals and for-profit organizations are ineligible for NJCH sponsorship support.

## **Funding Priorities**

NJCH’s funding priorities are revised annually in response to our strategic goals and the needs of the cultural sector in the state. For the 2023-24 application cycle, NJCH gives priority to sponsorship requests that:

- Support areas that are underserved in the NJ humanities ecosystem (i.e., geographic, demographic, institutional type, humanities disciplines). NJCH especially welcomes applications from organizations in Camden, Cape May, Cumberland, Gloucester, Ocean, Passaic, Salem, Sussex, and Warren counties.

- Support events/programs with a large number of attendees or viewers
- 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
- 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 such cases, standard expectations about timing may be waived on a case-by-case basis.

**Funding Limits, Duration, and Frequency**

Sponsorship awards may not exceed \$3,000. Requests for higher levels of sponsorship support may be considered on a limited, case-by-case basis and must be approved by NJCH staff prior to submitting an application.

*Please note that activities with high admission fees are not eligible for NJCH sponsorship support. If you are unsure about whether or not your activity’s admission fee qualifies as “high,” please contact NJCH staff at [sponsorships@njhumanities.org](mailto:sponsorships@njhumanities.org).*

Unless an exception is approved by NJCH, sponsorship award periods are six (6) months in duration, beginning on the first day of the month following application submission.

Sponsored activities must start *no sooner than two (2) months* after application submission.

Sponsorship funding may not be used on any of the items or activities listed below:

- General operating support.
- Work outside of the humanities and the humanistic social sciences including the creation or performance of art; creative writing, autobiographies, memoirs, and creative nonfiction; and quantitative social science research or policy studies.
- Scholarly programs directed to a limited audience.
- The preservation, organization, or description of materials that are not regularly accessible for research, education, or public programming.
- Direct social action or political advocacy, including the advocacy of a particular program of social or political action, support of specific public policies or legislation, and lobbying.
- The purchase of land or facilities, capital projects, construction, or renovation.
- Acquisitions of major equipment over \$5,000 in value.
- Alcohol and entertainment.
- Fundraising activities, contributions to an endowment, and the repayment of loans or debts.
- Overlapping project costs with any other pending or approved application for federal funding, including an open or pending NJCH Incubation, Action, COVID-19, or other NJCH grant or award.
- Unallowable expenses as defined in [2 CFR 200](#) Subpart E – Cost principles.

## **Recent Sponsorships**

Examples of recent activities sponsored by NJCH include:

- An environmental justice apprenticeship at Camden FireWorks
- A film series on reparations and racial justice at Montclair History Center
- Diversity-focused celebrations with The Diversity Center and the Turkish Cultural Center of New Jersey
- Philosophy walk-and-talks featuring Middlesex College philosophy faculty and NJ's beautiful parks system
- A "Women in History" weekend at the Naval Air Station Wildwood Aviation Museum AirFest
- A public event highlighting connections between arts, culture, and health in the Mercer County area

For a full list of recent and upcoming sponsored activities, visit our [Sponsorships page](#).

## **How to Apply**

Before applying, organizations must contact NJCH staff at [sponsorships@njhumanities.org](mailto:sponsorships@njhumanities.org) to discuss your sponsorship idea. Applications submitted without prior communication with NJCH staff will not be considered.

Once your sponsorship idea is provisionally approved by NJCH staff, you will receive a link to apply for and submit your sponsorship via NJCH's online award portal. A preview of the application is available on the NJCH sponsorships page.

The strongest sponsorship applications will provide narrative answers that clearly articulate:

- A summary of the proposed sponsored activity, including information about the activity's history (if applicable)
- A connection to NJCH's strategic priorities
- A thoughtful and persuasive account of how the organization's publicity, marketing, and outreach for the sponsored activity will promote NJCH's visibility, including ideas for logo placement, digital promotion, program inclusion, etc.

## **Reporting**

A brief narrative report on project impact, attendance, results, and budget narrative with cost share must be provided within 30 days of the date of the sponsored activity. Sponsorship recipients will be expected to report on the ways that the sponsored event or activity was advertised/promoted; how outreach was conducted; and audiences served by the project.