

2023-24 Sponsorships

New Jersey Council for the Humanities

General Information

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

Character Limit: 2000

Narrative

Sponsored Activity 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 Activity Description*

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

Character Limit: 1500

Activity Date*

Please list the day/month/year that you plan to host the sponsored 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 activity. Note that sponsored events must start *no sooner than two (2) months* after the date of application submission. If the activity is part of a series, please list the date when the first sponsored activity in the series will take place.

Character Limit: 10

Activity Time*

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

Character Limit: 250

Activity Format*

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

Character Limit: 250

Activity Venue (in-person activities only)

If your activity 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 Activity Attendees Expected*

Please estimate the number of people you expect to attend or participate in the activity.

Character Limit: 20

Activity Attendance Costs*

Will your sponsored event or activity charge audience members for tickets or admission?

Choices

Yes

No

Price of Activity Ticket or Admission

If you answered yes to the question above and your sponsored activity will charge audience members for tickets or admission, please provide the cost per ticket/admission. If you do not yet know what you intend to charge for your event or activity, please provide an estimated cost per ticket/admission. Remember that activities must offer free or low-cost admission in order to be eligible for a NJCH Sponsorship.

Character Limit: 20

Sponsorship Rationale*

Please provide a brief explanation of how your proposed 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). Note that 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 viewership
- 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 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 activity and why they are 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*

We are interested in learning about how your organization's publicity, marketing, and outreach efforts for the sponsored activity will create exposure for NJCH.

Describe how your organization plans to advertise and promote the sponsorship 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 activity and encourage participation? If your organization has hosted similar activities in the past, please include relevant information such as audience numbers, press coverage, social media engagement, etc.

Character Limit: 1500

NJCH Visibility*

The most competitive sponsorship applications offer clear and creative ideas for promoting NJCH's visibility and reach, including ideas for logo placement, digital promotion, program inclusion, etc.

If your sponsorship application is funded, how will your sponsored 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.

Character Limit: 250 | File Size Limit: 25 MB

Certification

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.

Character Limit: 50

