



WHAT ARE SPONSORSHIPS?

NJCH sponsorships support public humanities events, programs, and opportunities that help organizations 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. We fund projects and programming in exchange for marketing exposure and greater public visibility of our organization.

WHAT TYPES OF PROJECTS CAN BE FUNDED BY A SPONSORSHIP?

Projects must be public humanities-focused, free or low cost, and open to the public. This could include:

- lectures
- book talks
- conferences
- festivals
- film screenings
- other events

WHAT ARE THE PUBLIC HUMANITIES?

The humanities include familiar disciplines such as history, literature, and philosophy, as well as those less common, such as jurisprudence. The humanities also encompass art history, theory, and criticism, but not the creation, display, or performance of art.

The public humanities make these pursuits accessible to wide and diverse audiences through a variety of methods – exhibitions and installations, discussion programs, oral history projects, interpretive tours, spoken word poetry, etc. – that enable audiences to engage in critical reflection on human histories, cultures, values, and beliefs.

WHAT ARE THE FUNDING PRIORITIES?

For the 2024-25 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 or other program funding
- 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.

WHAT ARE SOME EXAMPLES OF PREVIOUSLY FUNDED SPONSORSHIPS?

Our Sponsorships page lists current and previous sponsorships

(<https://njhumanities.org/programs/sponsorships/>). Some examples include:

- Price of Liberty Film Series
- So You Think You Know Civics? series
- Burlington County Book Festival
- New Jersey Hispanic Film Festival
- Montclair Library “Open Book, Open Mind” book talk Series
- Grounds for Sculpture Def Poetry Reunion
- Nobuntu at the Grunin Center
- Sankofa Collaborative Workshop: Jim Crow in New Jersey
- Word on Front: A Spoken Word Festival

WHO IS ELIGIBLE?

- 501(c)(3) non-profit organizations and government organizations are eligible to apply.
- Event/activity must be free or low-cost and open to the general public.
- Event/activity must serve mainly New Jersey audiences
- Organizations must be in compliance with terms and conditions of previous NJCH grants, sponsorships, or awards.
- Organizations with open awards at NJCH are ineligible to apply until the award has been closed.
- Individuals and for-profit organizations are ineligible for NJCH sponsorship support.

HOW MUCH FUNDING WILL A SPONSORSHIP PROVIDE?

Sponsorships can be awarded up to \$3,000, with the average award range of \$1,500-\$2,000. Requests for sponsorship support that exceed this limit will be considered on a case-by-case basis. Only one sponsorship may be awarded per fiscal year.

WHAT EXPENSES CANNOT BE COVERED BY SPONSORSHIP FUNDS?

A full list of ineligible expenses is available in the Sponsorship agreement. Examples include:

- General operating support
- Work outside of the humanities and the humanistic social sciences including the creation or performance of art
- Scholarly programs directed to a limited audience
- Direct social action or political advocacy
- Alcohol and entertainment
- Fundraising activities, contributions to an endowment, and the repayment of loans or debts

HOW DO I APPLY?

1. Email sponsorships@njhumanities.org to set up a meeting to discuss your sponsorship idea.
2. If provisionally approved, you will receive a link to our online awards portal to submit your full application. (A preview of the application is available on the NJCH sponsorships page.)

WHAT WILL MAKE MY APPLICATION STRONG?

- A summary of the proposed sponsored activity, including the activity’s history (if applicable)
- Connection to NJCH’s strategic priorities including reaching underserved communities in NJ
- A clear strategy for publicity, marketing, and outreach for the sponsored activity that will promote NJCH’s visibility, including ideas for logo placement, digital promotion, program inclusion, etc.

WHAT HAPPENS AFTER I APPLY?

Your application will be reviewed by a committee to determine if the project/program meets the sponsorships funding requirements. We typically complete this review within a week and notify you via email of the final decision and award amount (if applicable).

IF I RECEIVE A SPONSORSHIP, WHAT ARE THE NEXT STEPS?

- Complete the Sponsorship Agreement in Foundant including all information for payment processing.
- Once the agreement is completed and signed, NJCH will process the sponsorship award payment via check or Bill.com.
- Email sponsorships@njhumanities.org with a brief description of your event or program, a photo, and website link so that we can promote it on our events calendar and social media channels.

WHAT DO I NEED TO SUBMIT AFTER MY EVENT/PROGRAM IS COMPLETED?

You are required to submit a final report via our Foundant system. Please be sure to complete all sections with as much information as possible. This assists with our mandatory reporting to the National Endowment for the Humanities.

- Activity Summary
- Audience: Who attended? Demographics, special interests, community affiliations, etc.
- Marketing and Promotion: Where and how did you market your event/program?
- NJCH Visibility: How did you make our support visible to your audience?
- Additional sponsors and sponsorship amounts
- Impact of Sponsorship: Testimonial on the impact of this sponsorship on your work
- Photos, if possible
- Event/Activity Total
- Total Number of Participants
- Any products (print or digital) that were the result of this sponsorship
- Matching funds received for this sponsorship

FAQ

1. **Are sponsorships the same as grants?** No. NJCH has a robust Action and Incubation grants program that funds larger public humanities projects with funding ranging from \$3,000 to \$15,000. Grants are available in both spring and fall funding cycles while sponsorships are rolling applications throughout the year. Read more about grants at <https://njhumanities.org/grants/grants-overview/>.
2. **Can I apply for a sponsorship and a grant at the same time?** Organizations can only hold one open award at a time. NJCH aims to reach as many organizations as possible through our programs and funding is limited.
3. **I have an open award (grant, community history, humanities lab), can I apply for a sponsorship?** Organizations that have an open NJCH award – grant or other program award (such as Community History, Humanities Lab, Informed NJ) – are not eligible to apply for a new award until the final report on the open award has been approved and the award has been closed.
4. **If I am invited to apply, does that guarantee my application will be funded?** Invitations to apply do not guarantee funding. The application still needs to go through committee review to ensure it meets the criteria for funding.