BRIGHT IDEAS PROJECT

2022

Highlight

REQUEST FOR PROPOSALS

BCA | **Sk SIGNAL KITCHEN PROJECTS**

OVERVIEW

Are you a performer with a big idea? An artist, musician, creator, designer, chef, maker, organizer? WE NEED YOUR IDEAS!

We invite you to take part in this year's "Bright Ideas Project" where your event, performance, installation, or idea could be featured at Highlight, Burlington's citywide New Year's Eve festival! Selected ideas will be supported with up to $10,000 to bring your dream to life.

We are happy to announce that Highlight is back to in-person festivities this year! There will not be an online/virtual component, so build your ideas to have a blast in person in Burlington.

High-flying circus acts; kids art-making workshops; mini-music festivals; chef-designed tasting menus; high-tech art & light shows; and whatever else you can dream up — help us Highlight the creativity of our Vermont community. All are welcome!

The Bright Ideas Project is proudly Powered By VSECU.

EVENT IDEAS

What's your unique contribution to the culture of Vermont? How can we bring diverse cultures together to celebrate and learn about each other? The ideal event will support, celebrate, and share what's important to you! Whether you are passionate about the environment, the arts, community, culture, education, or any number of other topics, we want to hear from you. Events may have elements of music, art, technology, food, volunteering, fundraising, networking, or any number of other concepts and/or activities. Happenings of all sizes will be considered. Be creative and find ways that you can positively impact and connect the community. Whether you are an artist with an idea for a community-made mural, a nonprofit with a fundraising event, a seasoned event professional with a vision for a festival, or anyone in between, we encourage you to propose your idea.

FINANCIAL AWARD & SUPPORTING RESOURCES

Each selectee will receive support from *Highlight* in various areas including:

1. AN AWARD OF UP TO $10,000

Events may be funded completely by Highlight or may have a budget larger than the requested award and be funded only in part by Highlight. Funds will be dispersed according to a contract facilitated by Burlington City Arts.

Please note that the funds granted may not be the full amount requested so make sure your event can work within a flexible budget.

When an event is funded, a payment totaling 75% of the award will be made on November 25, 2022. The remaining 25% upon submission of final report following the event (pending a completed W9 and contract is submitted by November 9).

This award may be used to fund supplies and materials needed for the execution of the event, expenses such as space and equipment rentals, talent fees, marketing and publicity costs, and other event-related matters. The award may not be used for contingency funds, capital improvements or depreciable equipment, operating expenses of privately owned facilities (e.g. mortgage or rent or utilities for homes, studios, etc.).

Selectees will be required to submit a final report for which Highlight will provide a template describing and evaluating the project, providing feedback and details about the event, and outlining actual funds expended.

2. SUPPORT FROM BCA, SIGNAL KITCHEN AND *HIGHLIGHT*.

Highlight will determine a fixed amount of consulting from BCA and Signal Kitchen for each selectee. The services can be used in the following categories: production, planning, permitting, booking, graphic design, copywriting, marketing, and/or communications. We will work with each applicant to determine how and where support will be most useful.

ELIGIBILITY & REQUIRED RESPONSIBILITIES

You must demonstrate that the programming will occur within the City of Burlington and take place between December 31st, 2022 and January 1st, 2023.

You must be a resident of the state of Vermont. If you are part of an organization, your organization must be headquartered in the state of Vermont.

You must be willing and capable of submitting a signed contract stating the scope and terms of the funded project and a W-9 form to accept funding.

You must keep timely communications with Highlight and keep all parties informed of any significant changes to the event as proposed in the original application.

You must make the public aware of your event and follow through on the terms of your approved marketing strategy.

You must ensure that events are accessible and open to the general public.

You must submit a final report within 30 days of completion of the event. Highlight will provide a template you must fill out describing and evaluating the project, providing feedback and details about the event, and outlining actual funds expended.

All Ages and 21+ events are welcome to apply.

You must be willing to be subject to meetings with Highlight at our discretion to help develop and refine your event to ensure feasibility and appropriateness with the event goals.

ABOUT YOUR PROPOSAL

Please break down your proposal into the following sections:

1. PROJECTED BUDGET

Use the included budget template to breakdown all incoming and outgoing financial projections (click here to access the budget template — note that the spreadsheet is "view only," so please download a copy to make your own). For example, please include information on expected costs or revenues related to: marketing; catering; talent booking; art supplies; rental fees; staff; ticketing; sponsorship; and any and all other sources of exchange. Your budget may be larger than the requested award, so please provide a budget for the entire event, including all expenses and revenue beyond the requested award. There is no requirement for your event to have a larger budget than the requested award. There is also no requirement that your event generate revenue. Make sure to include the amount you are requesting (up to $10,000) within your budget. Requested amounts should be commensurate, proportional, and appropriate with your proposed event description.

2. MARKETING STRATEGY

Please provide a roadmap for how you will market your event. This could include social media, email newsletters, press releases, and other activity. What kind of support team or other resources do you have available to assist?

3. LOCATION

A final list of Highlight venues is still in progress and may include Waterfront Park, ECHO, Foam, Skinny Pancake, Moran Frame, BCA Center, FlynnSpace, and Contois Auditorium. This list is subject to change. All venues will be in Burlington. Please design your event with one of these venues in mind. If your application is selected, we will work with you to find the place that suits your event best's location.

4. ABOUT YOU AND/OR YOUR ORGANIZATION

Give a brief background on you and/or your organization's history and your mission. Who is your community/audience? (i.e. how many people do you typically engage per year? What are the demographics of your audience or constituency? What kind of special skills, experience, or resources do you have that will ensure a successful event?)

ABOUT YOUR PROPOSAL

Please break down your proposal into the following sections:

5. EVENT DESCRIPTION

Here is your chance to paint a picture of your event. How does your idea meet the goal of Highlight? What unique social and/or creative value will your event hold? How does your idea represent your unique cultural contribution to the state? How does it promote engagement from people outside of your primary community? How do you foresee the programming unfolding over the course of the day and/or night? In addition to addressing some of the previous questions, please also submit 1) a title and a headline-style subtitle for your event; 2) a 250–1000 word description of your event; 3) a preliminary list of the names of any performers that you expect will participate; and 4) an estimated run-time and preferred time of day for your event (e.g. 3 hours during the day-time" or "45 minutes counting down to midnight," etc.).

6. SUPPLEMENTARY MATERIAL

Here you may include any and all other information you feel may be pertinent to your proposal. This could include attachments, media, data, references, or any number of other materials. You are not required to submit anything for this section if you feel that the rest of your proposal has given sufficient information. If your event is selected we will ask for a high-quality image/photo to feature your event. We may be able to provide design support if necessary. If you have a preliminary image/photo already, please submit it.

SUBMIT YOUR PROPOSAL

You may submit your proposal electronically via email to **hello@highlight.community**. Hardcopy proposals will be considered and should be submitted in person to Burlington City Arts at 135 Church St, Burlington VT. **All proposals must be submitted by October 24, 2022 at 5:00 PM EST. Late submissions will not be considered.**

REVIEW CRITERIA & SELECTION PROCESS

All proposed events will be reviewed and awarded by BCA, Signal Kitchen and an advisory panel. The more closely the event meets the criteria, the more resources that it may potentially receive. Proposals will be selected based on the following review criteria:

PROPOSAL QUALITY & CLARITY

Have you been thorough and complete in your answers? Is your event idea clearly communicated?

FEASIBILITY & BUDGET

Is the budget realistic? Do you have the team and/or other resources necessary to successfully facilitate the idea?

CREATIVITY & INNOVATION

Is your idea unique and forward-thinking?

COMMUNITY ENGAGEMENT & IMPACT

Regardless of the size, events should be a meaningful experience for participants! Are you exposing new communities to your culture? Are you connecting unique groups of people? Does your event encourage participation and offer easy accessibility? Will your event encourage support for a cause through fundraising or volunteerism?

TIMELINE
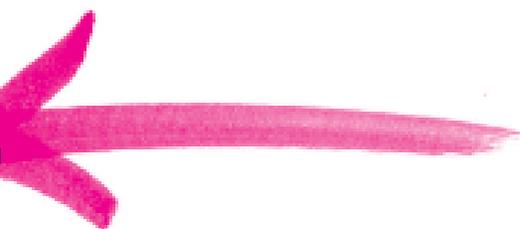
Applications will be due on **October 24, 2022**

Announcements of awards **November 5, 2022**

Funds available **November 25, 2022**

FAQ

Q: Can multiple groups be a part of one proposal?
A: You may collaborate with as many people, groups, or businesses as you like, but only one person will receive and be responsible for the award.

Q: Can you use additional money from your business or personal budget, new and/or existing sponsorships agreements, grants, other awards, etc. for the event?
A: Yes, as long as these funding sources currently exist or are deemed likely to be procured within the timeframe of this project.

Q: What kind of sponsorships are you allowed to procure for your event?
A: *Highlight* will obtain presenting sponsors that will cover the entire spectrum of NYE events (i.e. including non-proposal-driven events) as well as sponsors that will specifically cover all proposal-driven events. Some sponsorships will need to be represented in your marketing materials and on-site at your events. We will all work closely to create tasteful and creative branded activations at your event that do not obstruct (and in fact complement) the look, feel, and mission of your event. You may pursue additional sponsorships for your event (sponsors you acquire will be recognized on your individual event materials only).

Q: Can you advertise the event on your own platforms?
A: Yes. We can also assist in further marketing where appropriate. The only requirement is that you represent our sponsors, project partners, and *Highlight* itself in good fashion. We will ask to pre-approve the positioning of these elements on your materials.

Q: Can you profit off your event?
A: Yes.

Q: I am already planning an event or have held similar events in the past. Can my existing event become a part of *Highlight*?
A: Yes, event ideas do not need to be newly invented. They must only meet the requirements and the goal of *Highlight*.

Q: I would like to become a sponsor of *Highlight*. Where can I get more information?
A: Email us at **hello@highlight.community**

Q: I have more questions! What do I do?
A: Applicants are encouraged to read through these requirements, criteria and eligibility carefully before contacting staff with questions. BCA staff cannot provide advice on specific applications but can help clarify criteria and eligibility. Direct questions to **hello@highlight.community**