



# Highlight *NEW YEAR'S EVE* BURLINGTON

VERMONT'S  
NEW YEAR'S  
EVE 2021

# A STAGE FOR EVERYONE

Highlight invites you to take part in this year's "Bright Ideas Project" where your New Year's Eve event idea could be supported with up to \$8,000! The Bright Ideas Project is proudly presented by VSECU.

This year's celebration will host three types of events: 1) virtual events that will be broadcast online; 2) in-person events that will take place in downtown Burlington, Vermont; and 3) hybrid events with virtual & in-person components.

Concerts, art-making workshops, tasty menus, virtual reality installations, street performances & whatever else you can dream up — help us *Highlight* the creativity of our Vermont community.



## **CONNECT WITH OUR AUDIENCE**

Your event will be promoted to the Highlight audience leading up to and at the festival. Since 2018, Highlight has gathered 20,000+ Vermonter's; had tens of thousands engaging online; and earned dozens of TV, radio & print stories.

## **BRING YOUR PEOPLE**

Invite your friends, family, and fans from around the world (and around the corner) to come hang and re-unite virtually or in-person over your personal brand of homegrown Vermont culture.

# PICK YOUR APPLICATION PATH

NOTE: The grant path has less spots available than the stipend path and will accept fewer applications. You may only apply once, so make sure to pick the path best suited to your idea and abilities.

## PATH 1: STIPEND APPLICATION

- \$250 stipend for your event / performance
- Provide a simple description of your event / performance, a photo, and a 15 second intro video (does not need to be professionally made, your phone is A-OK)
- Solicit donations from your stage (100% goes to **you**, the creator)
- Earn 50% of of ticket sales generated from your unique promo code
- Good for: Solo artists, small group acts, first-timers, new-comers, virtual performances and smaller in person shows. If you want to show up and perform without the hassle of organizing, budgeting, logistics, and a more complex application process, this is the path for you.

## PATH 2: GRANT APPLICATION

- Request up to \$8,000 for your event / performance
- Provide a detailed budget, work history, and event plan outlining how the funds will be used
- Solicit donations from your stage (100% goes to **you**, the creators)
- Earn 50% of of ticket sales generated from your unique promo code
- Good for: Event organizers, larger or technically complex events, events with multiple performers, in-person events, virtual events with advanced technology, hybrid events that combine live streaming and in-person components, immersive art installations, etc.
- Click [here](#) for examples of past grant recipients.

# HOW TO APPLY

You'll need:

- A photo of yourself
- A 10–15 second introduction video
- A title & written description of your event / performance
- A budget & detailed event plan (if applying for the grant)

All details for how to create and submit these materials are in the application.

Submit all materials by 11/1/2021. Need help? Contact [hello@highlight.community](mailto:hello@highlight.community)

[CLICK HERE TO APPLY](#)

The direct link to the application is: <https://form.jotform.com/212595051243147>