

The Community Event is a key pillar of our Creative Collaborations program and a required element of our partnership. Community events should take place off campus and be purposefully designed to engage a non-campus constituency. While only one community event is mandatory to fulfill the terms of partnership, we encourage all program partners to be as generous and creative as possible with their community events and to make ample space for community engagement and reach the widest audience possible.

The most important element of your community event is that you plan an event that makes the most sense for your subject matter and your constituency. We encourage partners to view this document as a helpful resource, rather than a blueprint, as your event should be customized to your intended audience.

We provide this document as a resource to aid in your community planning, however, it is important to note that IU Cinema will not cover any production costs associated with your organization's community event. Therefore, it's crucial to assess your organization's budget prior to constructing a community event.

Ideas for Community Events

- Art Exhibitions
- Arts & Crafts Workshop
- Book Club Meetings
- Community Clean-Up Events
- Concert
- Festival Tabling*
- Game nights (e.g. related trivia)
- Lecture Event/Series
- Q&A Discussion Event/Series
- Skill Development & Training Programs

**Please see Appendix A for a listing of regularly occurring festival opportunities in Bloomington.*

Timeline

This is one of the more critical aspects of event planning. Having an appropriate timeline for what you are planning ensures that everyone is given enough time to adequately prepare for your event. For a complex event where you will be partnering with 3 or more presenting partners for an activity that requires a venue space, specific equipment needs, and you anticipate a large audience, we suggest 4–6 months of advanced planning. For an event involving only one presenting partner for an activity that does not require a separate venue (or you or your partner can provide the venue space), no specific equipment needs that you or your partners cannot provide, and you anticipate a small audience we suggest 1–2 months of advanced planning.

Examples:

- For an Arts & Crafts Workshop taking place at your organization's main office space, you may need 1–2 months to reserve the space, gather materials, post an online sign-up sheet, and send out reminders.
- For a Concert you will need 4–6 months lead time to arrange everything due to the sheer number of both on-stage talent you need to contract with and due to the logistics of equipment and venue.

Costs

Creating a budget during the early stages of your event planning can provide you with a sense of the scope of your event. We suggest you consider the cost of the venue (if needed), licensing fees, registration costs, equipment costs, and the associated costs of hosting a special guest or putting together an activity. Many of the costs listed are for items or services that could be useful to think about depending on the type and scale of event you are hosting. It is good practice to keep all of these associated costs in mind since your event could expand in

scope and scale during the preparation process. If you're planning a small event in a venue with an outdoor area, it is good to have activities for indoor and outdoor guests. Determine expenses for each activity, then decide which ones best fulfill your goals and do not stress your budget. Consider what will contribute most meaningfully to the purpose of your event. Allocate funds with this philosophy in mind.

Venue

If you are not working with any organizers for your event and are the sole responsible party, you may be able to use your own organization's space for a venue. If you have several event organizers or your organization does not have their own space to provide for your event, then you need to start scouting early to find a suitable venue. One of the first steps you should take in organizing your event is reserving a venue. Some venues have associated event costs and vendor relationships, others do not. Knowing your event's venue space will allow you to understand the limitations of what you can plan and how big your audience can be based on venue capacity.

Examples:

- You have several venue ideas, but don't know which to choose. Decide how long you will need the space and add time on the front and back end for set-up/tear down. Be certain to measure the space to understand better what sort of equipment/materials you will need and what can fit in the venue space.

Equipment

Some events may require music, microphones, soundboards, and associated audio equipment. These items and their setup involve time and additional costs. First, consider a few aspects of your event: do you want ambient music, does music pair well with the event, is it a small enough crowd that you don't need microphones while delivering a speech, if you have a Q & A will everyone be able to hear the conversation, including those with specific accessibility needs? Please note that it is much better to invest in good sound equipment and hire professionals to operate it so that you can give your attendees the best experience possible.

Example:

- The movie you are screening at IU Cinema for your program has a beautiful soundtrack. You want to find a way to include it in some capacity for your community event. You can approach the venue's consultant to see if you can facilitate having the music played in the background during the event. For those who recognize the music, it could inspire them to start talking about the movie and recommending it.

Guest Inviting/Hosting

Having a filmmaker, scholar, or expert in the field as part of your event can help deepen the subject matter you plan to highlight. Depending on the popularity of the guest, you could gain visibility for your event and possibly a wider audience. Arranging a guest appearance takes time and funding, which should be a discussion early in the planning phase. We recommend reaching out to guests with an invitation a minimum of four months before an event. It's important to understand how much of your budget can be allocated for their visit so you know the maximum fee you can offer. It may also be good to find a partner who can partially sponsor and pay for this fee. Along with the appearance fee, it's important to negotiate visit details and determine who is responsible for arranging which items (travel, hotel, transportation in town, a welcome and/or goodbye dinner, and/or a rider). Consider who from your organization will host the guest once they arrive and any additional people who may need to be involved with the guest visit (a Q&A moderator, a bookstore to assist with book signing, etc.)

Example:

- There's a well-known archivist organizing a repository of short films created by young Michigan filmmakers. You think they could add some amazing perspective and experience as it pertains to your

program on Detroit's rebirth. Reach out to them at least four months in advance of your program and inquire if they would be interested and available to participate in a conversation about their career.

Fees (registration, licensing, etc.)

Depending on the location of your event, it may require a license with the city to block off the area or, if you plan to have music playing, you may need to secure a license to play the music publicly. Also, keep in mind before the event takes place that it is best to have a run-through or rehearsal to ensure a smooth event. If you decide to have a booth or table at a festival, you should reserve a table as soon as reservations open and request any equipment you will need from the festival organizers. For selling merchandise or providing alcohol you will likely also need to apply for a permit to be sure you are legally allowed to do so at the location of your event/festival.

Examples:

- You want to have a cocktail hour proceeding the short films you are screening for your event. Inquire if the venue offers that service along with a bartender and, if so, what their alcohol permit allows.
- You want to invite some students from the Jacobs School of Music to play a short medley of songs for your event. Research which music is public domain and can be played at your event without a license and find contacts and costs for music that still has licensing.

Screening rights

Any film screened in a public place should have public performance rights confirmed with the rightsholder of the film to ensure a legal public screening. You cannot screen a film in a public place simply because you own the BluRay/DVD of the film or it is on YouTube. Failure to obtain screening rights for a film you are playing to a public audience can result in a hefty fine. To avoid this, it's best to confirm which films you want to screen and then research the copyright to the film. It is your job as the event organizer to confirm and pay for public performance screening rights. It's important to note that not every film can be cleared for screening, and it is better to know this as soon as possible, so this research is especially important if you are planning a film screening.

Examples:

- You have decided to screen a Studio Ghibli film and are having difficulty finding who holds the screening rights. While you wait to hear back from the film's distributor, you draft a list of alternative films you'd be open to showing and start contacting the rights holders of those films as well as a backup.

Partners/Sponsors invitation/confirmation

It's possible you are planning an event that connects to another organization's mission or you may need additional funding to afford an event with high costs. It's best to approach potential partners and sponsors with a clear idea of your event plans, what kind of support you seek, and why you believe they would be the ideal partner/sponsor. For event partners, confirm what aspects of the event partners will be responsible for and set clear expectations and deadlines. For sponsors, have a clear idea of what aspects of the event require sponsor support and at what financial amount. Always stay in regular communication with partners and sponsors as the event develops to ensure all understand expectations, know deadlines, and can deliver what they have promised.

Examples:

- Your program has an emphasis on great poets. You want to invite poet and author Ocean Vuong to give a reading. His appearance fee exceeds your budget. You contact the Writers Guild of Bloomington, who agree to partner with you and cover a portion of the fees if they can moderate a Q&A after the reading.

Building Audience



It is important to make your event visible so that you can draw a crowd of familiar and new faces. Marketing and advertising are key parts of ensuring the success of your event. We suggest developing audience building strategies that will connect with community members interested and invested in your event's topic. Targeted outreach communications are a great way you can help build audience and reconnect or introduce community members to your organization. This form of outreach tends to have a high degree of success as it identifies people with an established interest in the topics, activities, or guests of your event/organization.

Examples:

- Pay to have a QR code and some details of your event available at all venues during the Lotus Festival
- If your company has a social media presence, begin a hashtag for the event and strategically increase posts about it leading up to the event date.

APPENDIX A

Bloomington Community and Festival Opportunities

Below is information on several regularly reoccurring annual community events and festival in Bloomington. Please note, this list is not exhaustive, and you may know of or be able to find additional or alternative festivals that best suit your audience.

FESTIVAL (title hyperlinked to more info/registration)	GENERAL TIMING	CONTACT
4th Street Festival of the Arts & Crafts	Labor Day Weekend	4th.street.festival@gmail.com
A Fair of the Arts	2 nd Saturday of the month May through October	Crystal Ritter ritterc@bloomington.in.gov
Annual Unitarian Universalist Church Holiday Art Fair and Bazaar	Early December	office@uubloomington.org
Artisan Guilds of Bloomington Holiday Show	Mid-November	bloomingtonhandmademarket@gmail.com
Black y Brown Arts Festival	Mid-September	Shatoyi Moss moss@bloomington.in.gov Andrew Krebbs andrew.krebbs@bloomington.in.gov
Bloomington Indiana Film Festival	Early April	biffbloom@gmail.com
Bloomington PrideFest	Late August/Early September	info@bloomingtonpride.org
Bloomington Winter Farmers' Market	Every Saturday November through March	bloomingtonwinterfarmersmarket@gmail.com
First Thursdays	1 st Thursday of the month in September, October, November, and April	Gerard Pannekoek, gpanneko@iu.edu
Granfalloon	Festival Mid-June Many pre-festival events also take place	Natalia Almanza nalmanza@iu.edu , Gerard Pannekoek gpanneko@iu.edu IU Arts & Humanities Council ahcounc@indiana.edu .
Holiday Arts and Crafts Show	Every weekend in November and December including Black Friday	info@bloomingtonarts.org
Lotus World Music and Arts Festival	Late September/Early October	Jill Campbell jill@lotusfest.org
Winter Pop-Up Market	Early December	info@theFAR.org