

Sponsorship Application FY2024

Connecticut Humanities

Evaluation Questions

Sponsorship Title

Name of Project

Character Limit: 150

CTH Funds Requested

Character Limit: 20

Sponsorships prioritize funding for:

- Events run by organizations that are small, emerging, or new to CTH
- Large events that will provide high visibility and exposure for CTH
- Events that serve audiences under-reached by CTH
- Events that require Sponsorship funding to increase access to the event

Sponsorship Case Statement*

Using the following scale rate how strongly this project supports CTH's Sponsorship priorities.

1=Project does not make a case for supporting CTH's Sponsorship priorities

3=Project somewhat makes a case for supporting CTH's Sponsorship priorities

5=Project makes a case for supporting CTH's Sponsorship priorities

7= Project makes a strong case for supporting CTH's Sponsorship priorities

10=Project makes an excellent case for supporting CTH's Sponsorship priorities and is a model example of a Sponsorship activity

Scoring Options: 1 - 10

Sponsorship Audience*

Using the following scale rate the extent to which the applicant's expected audience supports CTH's Sponsorship priorities for audience size and demographics:

1=Program will draw a limited audience and does not reach audiences in underserved areas of the humanities (i.e., geographic, demographic, special interest)

3=Program will draw a good sized audience OR reaches some audiences in underserved areas of the humanities, but not necessarily both (i.e., geographic, demographic, special interest)

5=Program will draw a very large audience with model representation/participation from audiences in underserved areas of the humanities (i.e., geographic, demographic, special interest)

Scoring Options: 1 - 5

CTH Visibility*

Using the following scale rate the plans to credit CTH's funding support:

1=CTH's funding support is not likely to have high/strong visibility or exposure

3=CTH's funding support is likely to have adequate visibility and exposure

5=CTH's funding support is likely to have significant visibility and exposure

Scoring Options: 1 - 5

Additional Comments

Character Limit: 2000