



Community Outreach Program presented by MidAmerican Energy Company Information Guide

The Community Outreach Program presented by MidAmerican Energy Company offers twenty non-profit organizations the opportunity to participate on-site at the Des Moines Arts Festival to share their mission to thousands of guests free-of-charge. New this year, MidAmerican Energy Company will be providing \$250.00 to each of the selected non-profit organizations for Festival art supplies and staffing. To participate, non-profit organizations **provide an on-site interactive arts-related activity and manage their booth during the open hours of the Creative Zone**. The non-profit organization is encouraged to display approved signage and distribute organization information within the area.

2022 Timeline

March 7: Applications Open

April 15: Applications Close

April 29: Selected organizations notified

May 27: Paperwork due from organizations

The Festival will provide:

- One 10' x 10' tented space in the festival's Creative Zone
- A banner displaying your non-profit organization's name and logo
- Two 8' skirted tables and two chairs
- Shared on-site storage unit (with padlock)
- \$250.00 to be used for the purchase of Festival related art supplies or staffing

Non-Profit Organizations will provide:

- An interactive arts-related activity (approved by Festival – we're happy to brainstorm with you!)
- Staff/Volunteers to manage and run the booth for the duration of Creative Zone hours.
- Any costs above the \$250.00 associated with the activity and staffing. We encourage you to utilize your volunteers and Board members to host your booth!

Exhibiting Regulations:

- All interactive activities and performances must be pre-approved by the Festival.
- Non-profit organizations are encouraged to solicit memberships and hand out promotional literature and educational materials.
- Raffleing or distributing of merchandise require written approval. Please include this information in your application (we're open to ideas!).
- No merchandise, novelties, food, or drink sales are permitted.
- No tipping is permitted.

- Non-profit organizations are responsible for maintaining a clean and orderly tent during all Festival hours. Any damage done to the tent, table, or chairs will be the responsibility of your non-profit organization.
- Organizations must leave their space the way they found it at the conclusion of the Festival. (Trash and recycling to be disposed in proper bins provided by DMAF in your area)
- Non-profit organizations are entered into a contract with the Festival and must provide a valid Certificate of Insurance.
- Non-profit organizations and their employees/volunteers must abide by the general rules and policies of the Festival.
- Booths are required to be open and attended to at all times during the following hours, rain or shine. Failure to do so will result in denial of future participation.

Acceptance notifications will be sent out by or on **Friday, April 29, 2021**. A program representative will be in touch should we have questions about your activities.

Participating organizations will be required to attend a conference call to review load in, set up, engagement during the festival, and tear down, on Wednesday, June 15, 2021.

For questions and assistance, please contact:

Samantha Morris

Program Intern

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Interactive Activity Ideas

When brainstorming activities for families, create something that is fun for all family members, creative, and different. Keep in mind you may be guests first or last stop. Activities should be something that can easily be taken home or carried around the festival as soon as it's completed, uses materials you may already have (for both financial and sustainability reasons), and is engaging for children of all ages (and isn't too time consuming). The final activity outcome should be easy for both you and families to manage/handle.

Past Participant Activities:

AHeinz57 Pet rescue and Transport, Inc.

Activity: Make fleece pet toys for your furry friend or one of ours.

Community Support Advocates, Inc.

Activity: Create your own masterpiece necklace from different sizes of metal washers and leather cords.

Decoding Dyslexia Iowa

Activity: At Decoding Dyslexia Iowa's booth, using their individualized crayon set, kids will have the opportunity to design a t-shirt that focuses on raising awareness of dyslexia. A winning design will be chosen for recognition and featured in our organization's online store.

Des Moines Social Club

Activity: Create wearable art! Make your own multi-media button or magnet from a variety of recycled materials such as torn paper, fabric, and markers.

Greater Des Moines Sister Cities Commission

Activity: Create a pig corner bookmark through folding colored paper and gluing eyes, ear, and a nose.

Iowa Music Educators Association

Activity: Have fun creating your own egg shaker that can be used to keep rhythm. You can also enjoy music and movement activities with the Iowa Music Educators Association.

Lutheran Services in Iowa

Activity: Create your own tactile sensory stress ball or your own intention stick.

Pancreatic Cancer Action Network

Activity: Get creative using up-cycled t-shirts to create headbands, bracelets, and necklaces.

Other Ideas

- [Crafts using toilet paper rolls \(start collecting now!\)](#)
- [Recycled plastic flowers](#) (start collecting now!)
- [Encyclopedia Flowers](#)
- [Popsicle Stick Picture Frames](#)
- [Simple Bird Kits](#)
- Google and Pinterest are your friends!