

NATIONWIDE PRESENTS

DES MOINES ARTS FESTIVAL®



**MIDAMERICAN  
ENERGY**

FOUNDATION

## **Community Outreach Program presented by MidAmerican Energy Foundation Information Guide**

The Community Outreach Program presented by MidAmerican Energy Foundation 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. MidAmerican Energy Foundation will also 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.

### **2024 Timeline**

April 2: Applications Open

May 10: Applications Close

May 17: Selected organizations notified

May 31: 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.
- Raffle or distributing merchandise requires 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 listing Des Moines Arts Festival as additionally insured.
- 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. Friday, June 28 & Saturday, June 29: 11 a.m. – 7 p.m. / Sunday, June 30: 11 a.m. – 5 p.m. Rain or shine. Failure to do so will result in denial of future participation.

Acceptance notifications will be sent out by or on **Friday, May 17, 2024**. 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 19, 2024.

For questions and assistance, please contact:

Colby Schwantes

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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:**

##### **Blank Park Zoo**

The Blank Park Zoo will be creating seed balls as part of their Plant.Grow.Fly conservation initiative. These balls are made of organic clay and contain native Iowa prairie seeds that can be planted to create more habitat for Iowa pollinators.

##### **Boys 2 Men Youth Programs**

Children will be encouraged to paint rocks with messages of affirmation and beauty. When they are finished, they will get to take the rocks home to decorate their gardens, homes or bedrooms.

##### **Building Brick Foundations, Inc.**

Building Brick Foundations will work with youth to create a public art project made out of Legos!

##### **Project IOWA**

Children will be creating vision boards using magazines and assorted die cuts. Younger ages will be given a worksheet with the prompt "I want to be \_\_\_ when I grow up" to help them get started.

### **Ellipsis**

Make pause bracelets with Ellipsis! Children will create bracelets, using three green beads to represent an ellipsis, as a reminder to pause and center yourself.

### **Girls Rock Des Moines**

Get Creative with Girls Rock! Des Moines. Participants will turn trash into treasure by creating musical instruments with soda cans, TP rolls, laundry detergent bottles, and more! Their song writing exercise will help children to think outside the box by writing a song from random words they drew from a hat.

### **Hoyt Sherman Place**

Try your hand at drawing your own anime character with Hoyt Sherman Place. Children will also have the opportunity to create a stained-glass window with construction and tissue paper.

### **Iowa Bird Rehabilitation**

Participants will fold origami birds using various colored and patterned paper. The birds will be hung from a canopy of tree branches to create a unique room full of birds.

### **Raising Readers in the Heartland**

Guests will fold origami birds using various colored and patterned paper. The birds will be hung from a canopy of tree branches to create a unique room full of birds.

### **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!