



BRIDGE STREET SPONSORSHIPS GUIDELINES

During the COVID-19 pandemic, Massachusetts history organizations are keeping their communities connected, safe, informed, and inspired with inventive online programming. As we ourselves experience historic changes, we look to the organizations that preserve and share stories of ordinary people who lived through extraordinary times. Through the Bridge Street Fund, Mass Humanities will sponsor free online or hybrid programs hosted by Massachusetts historical societies, centers, museums, or historic sites, helping these institutions recover lost income and enabling free access to the humanities. Sponsorship funds can be applied to the organization's operating budget.

Bridge Street Sponsorships will sponsor up to three online programs per eligible applicant, at \$500 per program (\$1500 maximum). Programs must be open to the general public and must be free to attend. Applications will ask for the dates and brief descriptions of each program, See application preview for details.

Who is eligible?

To be eligible applicants must be a

- Massachusetts-based historical society, center, museum or historic site that primarily serves Massachusetts communities.
- 501(c)(3) non-profit

Programs must be free and open to the public. They must take place at least two weeks after the award date and before Dec. 31, 2022.

Programs cannot engage in the promotion of a particular political, religious, or ideological point of view; advocacy of a particular program of social or political action; support for specific public policies or legislation.

Bridge Street Sponsorships do not require a funding match from the applicant organization. Applicants do not need to have submitted final reports for open Mass Humanities grants in order to be eligible.

Application and Award Process

Applications open January 25, 2022. Sponsorships awarded will be announced every 3-4 weeks. Applications must be submitted before the upcoming award announcement date to be

considered for that cycle, following the calendar below. If an application lists programs that happened before the first eligible start date for programs, these programs will not be considered for sponsorships, but the remaining eligible programs will.

Mass Humanities will award sponsorships on a rolling basis until all funds are expended. Mass Humanities anticipates awarding \$50,000 in Bridge Street Sponsorships. Organizations may apply for up to three sponsorships. We ***strongly*** recommend applying for three programs at once, rather than applying for each program individually.

Sponsored programs can begin two weeks after the recipient is notified of their award. Funds will be dispersed within 3 weeks of grantees accepting their award.

Application and Awards Calendar

Application Submitted By	Award Announcement Date	First Eligible Start Date for Programs
January 31, 2022	February 28, 2022	March 14, 2022
February 28, 2022	March 30, 2022	April 11, 2022
March 28, 2022	April 25, 2022	May 9, 2022
April 25, 2022	May 23, 2022	June 6, 2022

More dates will be added if funds remain available.

Use of Funds

Bridge Street Sponsorship Funds may be applied to the applicants operating budget, which can include expenses for programming.

Funds may NOT be used for any of the following:

- Promotion of a particular political, religious, or ideological point of view
- Advocacy of a particular program of social or political action
- Support for specific public policies or legislation
- Lobbying
- Purchase of land or facilities, or the cost of construction or renovation
- Debt or deficit reduction
- Endowment of capital campaigns
- For research or feasibility studies

Publicity and Reporting

Recipients will be required to:

- List their event on Mass Humanities' online calendar
- Make sign-ups for Mass Humanities' newsletter available via program registration and/or at the event itself
- Recognize Mass Humanities and the Bridge Street Fund at each sponsored program and in any promotional material after their award notification

- Complete a brief final report on program promotion, attendance, and use of funds, due by February 15, 2023.

Questions? Please send inquiries to grants@masshumanities.org.