



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 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, as well as the applicants' social media handles and website, if available. 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 after the award date and before Dec. 31, 2021.

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 March 1, 2021. Sponsorships awarded will be announced every 3-4 weeks. Applications must be submitted at least three weeks 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 award announcement date, 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 during Mass Humanities' fiscal year (ending October 31). We ***strongly*** recommend applying for three programs at once, rather than applying for each program individually.

Sponsored programs can begin one day after the recipient is notified of their award. Funds will be dispersed within 3 weeks of the award announcements.

Application and Awards Calendar

Application Submitted By	Eligible Award Announcement Date	First Eligible Start Date for Programs
March 8, 2021	March 29, 2021	March 30, 2021
March 29, 2021	April 20, 2021	April 21, 2021
April 26, 2021	May 17, 2021	May 18, 2021
May 24, 2021	June 14, 2021	June 15, 2021
June 21, 2021	July 12, 2021	July 13, 2021
July 12, 2021	August 2, 2021	August 3, 2021
September 7, 2021	September 27, 2021	September 28, 2021
September 27, 2021	October 18, 2021	October 19, 2021

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 and attendance

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