

# Shadybrook Program Proposal

For more than 50 years, Shadybrook has been opening minds and inspiring hearts. We serve the people of Northeastern Ohio by offering a safe forum for diverse ideas and dialogue. Through thought-provoking programs, we create opportunities for spiritual exploration and lifelong learning.

You are encouraged to include any supporting materials (such as brochures, fliers, CDs, DVDs, and books). Use the space below to provide a list of the materials you are including along with your completed proposal form.

## Section 1: Presenter Information

Presenter Name \_\_\_\_\_

Co-Presenter Name [if applicable] \_\_\_\_\_

Complete Mailing Address \_\_\_\_\_

\_\_\_\_\_

City	State	Zip
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Phone \_\_\_\_\_ Alternate Phone \_\_\_\_\_

Email \_\_\_\_\_ Website \_\_\_\_\_

## Section 2: Proposed Program

Subject area(s). Check all that apply.

- Yoga
- Spiritual Practice
- Outdoor or Fitness
- Wellness & Bodywork
- Healing
- Creative (music, art, etc)
- Family & Children
- Environment & Sustainability
- Personal Growth
- Other \_\_\_\_\_

Program Format (workshop, lecture, hands-on training, etc) \_\_\_\_\_

Program Length (hours) \_\_\_\_\_  Evening  Day  Weekend Ongoing Program?  Yes  No

Projected Attendance \_\_\_\_\_ Please provide the basis for this projection by describing the history of your workshop, including where it has been held, when it has run, how many people attended, and what the duration of the program was. \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Proposed Title \_\_\_\_\_

Brief Program Description \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Program Objectives & Goals

As a result of attending this program, participants will:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

Please describe briefly the *experiential components* of your program. What activities will participants be doing during your program?

\_\_\_\_\_  
\_\_\_\_\_

Program Experience

Please rate the following activities as a percentage of the entire program experience. If multiple activities occur simultaneously (such as drumming during dance), note that your cumulative percentage may be greater than 100%.

___% Lecture	___% Discussion	___% _____
___% Movement	___% Quiet/Meditative	___% _____
___% Dance	___% Music	___% _____
___% Bodywork	___% Drumming	___% _____

Prior Shadybrook Experience

Have you ever attended a Shadybrook program before?  Yes  No If yes, what program(s) did you attend?

\_\_\_\_\_  
\_\_\_\_\_

Have you ever presented a program for Shadybrook before?  Yes  No If yes, please give a brief account of the program, including dates:

\_\_\_\_\_  
\_\_\_\_\_

### Section 3: Marketing

Presenters are responsible as partners in promotion to ensure the success of their program. Although Shadybrook will promote your program through our website, newsletter, email campaigns, fliers and press releases, presenters must demonstrate their capacity to market their own work. Complete the following checklist and provide any additional methods of advertising you plan to use to promote your program.

- E-mail List # \_\_\_\_\_
  - Snail Mail List # \_\_\_\_\_
  - Website (# of hits per month) \_\_\_\_\_
  - Newsletter (frequency) \_\_\_\_\_
  - E-Blast (frequency) \_\_\_\_\_
  - Social Media Networks (Facebook, Twitter, etc) \_\_\_\_\_
  - Other forms of promotion used by you \_\_\_\_\_
- 

### Section 4: Proposed Program Production Requirements

Please let us know about the special production aspects of your program.

Equipment Needs \_\_\_\_\_

Room Set-up \_\_\_\_\_

Specialized Supplies \_\_\_\_\_  
(please estimate how much you expect the costs will be per program participant)

Off-site Excursion or Field Trip \_\_\_\_\_

Other (heated room, fire pit, sweat lodge, etc) \_\_\_\_\_

MAIL COMPLETED FORM & SUPPORT MATERIALS TO

**Shadybrook, Inc.**  
**Beth Bracale, Director of Programs & Operations**  
**PO Box 342**  
**Cleveland, OH 44061**

E-mail: [beth@shadybrook.org](mailto:beth@shadybrook.org)

**Please Note:** if your program is selected, you will be required to submit a high-quality presenter photo (jpg format) for inclusion in our promotional materials.