

CFDA No. 45.024  
NATIONAL ENDOWMENT FOR THE ARTSPS1604

## **Program Solicitation**

### **Poetry Out Loud: 2018 National Finals Competition**

**Proposal Receipt Deadline: January 5, 2017**

The National Endowment for the Arts requires organizations to submit their proposals electronically through Grants.gov, the federal government's online application system. The Grants.gov system must receive your validated and accepted proposal no later than 11:59 p.m., Eastern Time, on the deadline date above. We strongly recommend that you **submit your application by December 27, 2016** to give yourself ample time to resolve any problems that you might encounter.

#### **Background**

Through this Program Solicitation, the National Endowment for the Arts seeks a Cooperator to produce and administer the 2018 Poetry Out Loud National Finals competition to take place April 23-25, 2018 in Washington, DC.

The National Finals are the culmination of the nationwide **Poetry Out Loud (POL)** program that encourages more than 365,000 high school students each year to learn about classic and contemporary poetry through memorization and performance. Students select, memorize, and recite poems from an anthology and compete for the title of National Poetry Out Loud Champion. Through a pyramid structure competition, winners advance from classroom recitation contests to school-wide competitions, then to the state competitions and, ultimately, to the National Finals. One student from every state, the District of Columbia, the U.S. Virgin Islands, and Puerto Rico travel to the National Finals to compete for the national championship.

Poetry Out Loud is supported by many partners. The National Endowment for the Arts and the Poetry Foundation support the day-to-day administration of the program, create educational materials, and fund awards for both state and national finals. State arts agencies facilitate the implementation of the program in high schools nationwide and organize state competitions during the school year. The Cooperator selected through this Program Solicitation will work with the National Endowment for the Arts and the Poetry Foundation to produce the National Finals competition and coordinate other aspects of the program.

## Scope of Work

The purpose of this Program Solicitation is to select an organization (Cooperator) to produce and coordinate the three-day 2018 POL National Finals competition of state and jurisdictional champions of the POL program, in conjunction with the National Endowment for the Arts and its partners. That National Finals will take place April 23-25, 2018 in Washington, DC. The National Finals competition venue and hotel have already been reserved to ensure the availability of space.

In brief, the Cooperator will:

- Produce the semi-final and final student competitions (the “National Finals”), including the production of a live webcast of the National Finals.
- Coordinate program components such as participant registration, travel, lodging, local transportation, and other events for program participants.

Details for each of these program elements can be found under Detailed Requirements below.

## Detailed Requirements

The Cooperator will work with the National Endowment for the Arts’ Project Director, and through the National Endowment for the Arts’ Project Director with other agency staff as appropriate, on all aspects of this program. The National Endowment for the Arts’ Project Director will be the POL Program Manager.

The Cooperator will consult with, and will secure the approval of, the National Endowment for the Arts’ Project Director in carrying out the responsibilities below.

The Cooperator will:

- Prepare a project plan, detailed budget, and schedule for the series of events associated with the National Finals. The three-day program will include two days of student competitions as well as other special events.
- Produce the National Finals competitions.
  - Contract with Lisner Auditorium in Washington, DC, for the National Finals competition and any related costs. This venue can accommodate an in-person audience up to 1,000, with the capacity for high quality live webcasting and the projection of images. The Cooperator will work in partnership with this facility to ensure effective communication and a clear outline of roles and responsibilities.

- Develop and produce materials for the National Finals including a run of show; rehearsal schedules; program scripts; plaques; trophies; medals; signage; banners and placards; invitations; programs and inserts; registrant folder materials for state champions, chaperones, and state partners; and appropriate poetry binders for the American Sign Language interpreters, the prompters during the semifinals and finals, and each of the judges participating.
- Contract with, as needed, vendors for the National Finals including but not limited to an onsite event project manager, director, host(s), production assistants, photographer, bus transportation, teleprompter, sign-language interpreters, and musicians.
- Secure approval from the National Endowment for the Arts Project Director of any staff, consultants, contractors, technical working group members, or partner organizations that will be working on this program, before they are engaged. Provide payments to consultants and other contractors in a timely manner.
- Arrange for and coordinate a live webcast of the National Finals competition and engage a videographer to produce edited video footage of the program.
- Assist with event follow-up activities, including trophy engraving and photo distribution. Ensure procurement of contractors for complete video editing, graphic design, and production of competition footage. Ensure appropriate documentation of the National Finals.
- Facilitate the National Finals events.
- Manage logistics relating to the National Finals and other aspects of the program.
  - Implement an online and in-person registration process for National Finals attendees.
  - Coordinate travel to Washington, DC, by state champions and their chaperones. Contract with the reserved hotel in proximity to the competition venue to host meetings, receptions, and a banquet; and to house each state champion and one chaperone, and other program participants as appropriate. Coordinate pre- and post-competition receptions for participants and project partners, as well as a judges' dinner.

The Poetry Foundation will support costs for the hotel and competition venue rental, all reception and banquet expenses, judges' dinner, student awards, as well as student and chaperone travel to/from Washington, DC.

- Arrange and cover costs for per diem and local DC transportation for each state champion and one chaperone, host(s), musicians, judges, and other appropriate program participants.
- Act as a primary point of contact among state champions, their families, and other attendees, in regards to registration and event logistics.
- Maintain regularly updated, detailed and accurate records of all activities carried out under the Cooperative Agreement. Provide the National Endowment for the Arts Project Director with project updates, in a mutually agreed upon format and schedule.
- Follow the Cooperator's approved written procurement policies if consultants or vendors are selected by the Cooperator as part of this project. In addition, the Cooperator should be aware of and comply with all requirements of the Uniform Guidance procurement standards described in 2 CFR 200.318. Consultants or vendors engaged by the Cooperator as part of this project will be required to agree that any information gathered will be used only for the purposes described in the Cooperative Agreement. The Cooperator will cover costs for and coordinate all travel arrangements of consultants or vendors selected by the Cooperator as part of this project.
- Obtain any necessary rights, permissions, licenses, and releases as appropriate to the project (the "Rights"). The Rights may include, but are not limited to, permissions for audio, video, visual images, and musical performances. Permissions for the poems will be coordinated and secured by a third party. If relevant, the National Endowment for the Arts Project Director will coordinate discussions or meetings between the Cooperator and the Office of General Counsel to ensure that the rights secured meet the National Endowment for the Arts' needs. The National Endowment for the Arts reserves the right, in its sole discretion, to determine whether the Rights provided are satisfactory to it. The Cooperator accepts sole responsibility, and will defend, indemnify and hold harmless the National Endowment for the Arts from any liability arising from deficient Rights and/or the Cooperator's warrants or statements about the Rights.
- No later than 90 days after the completion or termination of the Cooperative Agreement, submit electronically to the Grants & Contracts Office and to the National Endowment for the Arts Project Director, a Final Descriptive Report (FDR) and a Federal Financial Report (FFR), Standard Form 425. The FDR must include recommendations for the future.

## **Responsibilities of the National Endowment for the Arts Project Director**

The National Endowment for the Arts Project Director will:

- Work with the Cooperator to refine the details, budget, and schedule of all project components. Provide the Cooperator with contact information for the venue and hotel already reserved to host the 2018 National Finals.
- Coordinate all activities with the Poetry Foundation and state arts agencies.
- Identify and contract with all semifinals and finals judges and serve as their primary contact for travel, lodging, and onsite activities.
- Serve as a contact for host(s) and musical guest(s) including booking travel and hotel, and providing a detailed schedule prior to the event.
- Provide input and approvals for all National Finals program and production elements.
  - Select, with input from the Cooperator and the Poetry Foundation, a host(s) and all talent (director, musicians, etc.) contracted for National Finals events.
  - Review and approve the rehearsal schedule, scripts, and running order for National Finals events.
  - Approve staff, consultants, contractors, and others engaged in carrying out all aspects of the project.
  - Arrange for contracts with all semifinals and finals judges.
- Provide communications expertise and staffing for press announcements and media events. Provide crediting requirements to the Cooperator.
- Develop, manage, and implement a scoring system for semifinals and finals competitions.
- Manage all public communications (overall strategy, resource materials, press releases, presentations, as well as speaking engagements, contacts with press, and publications). Review and approval of all communications will be in conjunction with the National Endowment for the Arts' Office of Public Affairs.
- Distribute National Finals footage to the state arts agencies and student state champions.
- Review project activity reports and plans to document the National Finals program.

- Act as a liaison between the Cooperator and other National Endowment for the Arts staff (e.g., Office of Public Affairs, Office of the Chief of Staff, Office of General Counsel, and Office of Administrative Services) that might be involved in the project.

### Estimated Schedule

The Cooperative Agreement resulting from this Program Solicitation can start no earlier than June 1, 2017. The National Endowment for the Arts will work with the Cooperator to identify dates related to specific project activities before the Cooperative Agreement is finalized.

Summer 2017	Cooperator refines project plans and schedule with National Endowment for the Arts Project Director.
Summer/Fall 2017	National Endowment for the Arts provides Cooperator with information and updates on the 2017-2018 POL program.
Winter 2018	Cooperator develops online registration tools, works on logistics for the National Finals events, and finalizes contracts.
Spring 2018	Cooperator finalizes all plans for the events and all ancillary activities, in conjunction with the National Endowment for the Arts Project Director. Cooperator confirms dates and venues for the 2019 National Finals events.
April 2018	2018 POL National Finals events in Washington, D.C.
Within twelve hours of the conclusion of the National Finals events.	Provide video files of ten individual recitations suitable for website usage to the National Endowment for the Arts.
No later than 3 weeks after the National Finals events.	Provide raw video from the webcast and other video to the National Endowment for the Arts.
No later than 90 days after the completion or termination of the Cooperative Agreement.	Submit Final Report to the National Endowment for the Arts.

### Cooperative Agreement Amount

We expect to award a Cooperative Agreement of up to \$195,000, contingent upon the availability of funds. This Cooperative Agreement does not require matching funds.

## Period of Performance

This Cooperative Agreement will begin no earlier than June 1, 2017, and may extend for up to 15 months.

An organization may not receive more than one National Endowment for the Arts award for the same costs during the same or an overlapping period of performance. In addition, different awardees may not receive federal funds for the same project costs during the same or an overlapping period of performance.

We may enter into subsequent Cooperative Agreements with the organization selected as a result of the Program Solicitation. See "Subsequent Cooperative Agreements" below.

## Applicant Eligibility

Nonprofit, tax-exempt 501(c)(3), U.S. organizations; units of state or local government; the six U.S. regional arts organizations; or federally recognized tribal communities or tribes may apply.

To be eligible, the applicant organization must:

- Meet the National Endowment for the Arts' "**Legal Requirements**" at the time of application. Regional Arts Organizations must meet the **Eligibility Requirements for RAOs** as specified in the National Endowment for the Arts' Partnership Agreements guidelines.
- Have submitted acceptable Final Report packages by the due date(s) for all National Endowment for the Arts award(s) previously received.

An organization may submit only one proposal under this program solicitation.

You may apply to other National Endowment for the Arts funding opportunities, including Art Works and Our Town, in addition to this program solicitation. In each case, the request must be for a **distinctly different project**.

## How to Prepare and Submit an Application

You are **required** to submit your application electronically through Grants.gov, the federal government's online application system. **The Grants.gov system must receive your validated and accepted application no later than 11:59 p.m., Eastern Time, on January 5, 2017.** We strongly recommend that you submit your application by December 27, 2016 to give yourself ample time to resolve any problems that you might encounter.

Submitting an application is a two-step process:

1. Before you submit through Grants.gov for the first time, you must be registered. This is a multi-step process for which you should allow at least two weeks. Registration must be completed before you can apply. See "[Get Registered](#)" for details. If you have already registered with Grants.gov, renew/verify your registration with Grants.gov and make sure that all of your information is current before you apply. Before you submit through Grants.gov for the first time, see "Apply Electronically Through Grants.gov" beginning on page 10 for further instructions.
2. Follow the detailed instructions for submitting items such as the application narrative, bios, project budget, and supporting information in the "How to Prepare and Submit an Application" section on pages 18-20.

### **Application Review**

Proposals will be reviewed on the basis of the following criteria:

The **artistic excellence** of the project, which includes the:

- Potential for this activity to be carried out at the highest level of artistic quality including the applicant's demonstrated track record in event production and presentation.
- Quality and creativity of the proposed approach to this program.

The **artistic merit** of the project, which includes the:

- Degree to which the project correlates to the applicant's mission and programs.
- Quality and clarity of the event production plans and project design.
- Ability to carry out the project on time and within budget including the appropriateness of the budget.
- Qualifications and experience of staff involved in the project.

All applications are reviewed by an advisory panel. Panel recommendations are forwarded to the National Council on the Arts, which then makes recommendations to the Chairman of the National Endowment for the Arts. The Chairman reviews the Council's recommendations and makes the final decision on all federal financial assistance awards. It is anticipated that applicants will be notified of award or rejection in April 2017.

**NOTE:** All recommended National Endowment for the Arts applications undergo a review to evaluate risk posed by the applicant prior to making a federal award. This may include past performance on grants, meeting reporting deadlines, compliance with terms and conditions, audit findings, etc.

## **Travel Policy**

Travel costs – including lodging, meals, and incidental expenses – must be reasonable and allowable in accordance with 2 CFR Part 200.474 as applicable. These costs must not exceed:

- Travel charges normally allowed by the applicant's institutional policy. (The selected organization must submit a copy of this policy, if it exists, to our Grants & Contracts Office before a Cooperative Agreement can be finalized.)
- In the absence of an institutional policy on travel costs, costs established in the government-wide Federal Travel Regulation.

No federal or matching funds can be used to support federal staff or National Council on the Arts Members' travel.

## **Award Administration**

### **Crediting Requirement**

The Cooperator must clearly acknowledge support from the National Endowment for the Arts, regardless of the medium of the material. We will provide the Cooperator with specific requirements for this acknowledgment.

### **Subsequent Cooperative Agreements**

The National Endowment for the Arts may enter into up to four subsequent awards with the recipient of this Cooperative Agreement. Any such future Cooperative Agreements, however, would be subject to agency priorities, the availability of funds, Cooperator performance, and the agency's regular review process.

### **General Terms and Conditions**

National Endowment for the Arts Cooperative Agreements are subject to the [General Terms and Conditions for Grants and Cooperative Agreements to Organizations](#).

### **Project Reporting and Evaluation**

Through this program we intend to achieve the following objective: *Learning: Americans of all ages acquire knowledge or skills in the arts*. If an award is received, the Cooperator also will be asked to provide evidence of those results. Before applying, please review the [reporting requirements](#).

### **Agency Contacts**

If you have questions about programmatic requirements, contact:

Eleanor Billington  
Poetry Out Loud Program Manager, National Endowment for the Arts  
202/682-5001  
[billington@arts.gov](mailto:billington@arts.gov)

If you have questions about administrative or technical requirements, contact:

Nicki Jacobs  
Director of Grants & Contracts, National Endowment for the Arts  
202/682-5403  
[jacobsn@arts.gov](mailto:jacobsn@arts.gov)

REMINDER: If you have questions about your Grants.gov registration or the mechanics of getting your application through the Grants.gov system, you should contact Grants.gov, not the National Endowment for the Arts. Call the Grants.gov help desk at 1-800-518-4726, e-mail [support@grants.gov](mailto:support@grants.gov), or consult the information posted on the Grants.gov website at [Support](#). The Grants.gov Contact Center is available 24 hours per day, seven days a week.

### Reporting Burden

The public reporting burden for this collection of information is estimated at an average of 20 hours per response including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. We welcome any suggestions that you might have on improving its Program Solicitations and making them as easy to use as possible. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to: [webmgr@arts.gov](mailto:webmgr@arts.gov), attention: Reporting Burden. Note: Applicants are not required to respond to the collection of information unless it displays a currently valid U.S. Office of Management and Budget (OMB) control number.

\* \* \* \* \*

OMB No. 3135  
Expires 11/30/2016

### Apply Electronically Through Grants.gov

Organizations are required to submit their applications electronically through Grants.gov, the federal government's online application system.

**The Grants.gov system must receive your validated and accepted application no later than 11:59 p.m., Eastern Time, on January 5, 2017.** We strongly recommend that you submit your application by December 27, 2016 to give yourself ample time to resolve any problems that you might encounter. The National Endowment for the Arts will not accept late applications.

### **Register or Renew/Verify Your Registration with Grants.gov**

**NOTE: Applicants are required to change their Grants.gov passwords every 60 days. See [www.grants.gov](http://www.grants.gov) for more details on requirements for Usernames and Passwords.**

**It is your organization's responsibility to create and maintain a regularly updated registration with Grants.gov.** This includes registration with the **System for Award Management (SAM)**, where your organization's information must be renewed annually. **Finalize a new or renew an existing registration at least two weeks before the application deadline.** This should allow you time to resolve any issues that may arise with Grants.gov or SAM. Failure to comply with these requirements may result in your inability to submit your application.

If your organization is not yet registered, go to Grants.gov's **[Get Registered](#)**. **Allow a minimum of two weeks for this multi-step, one-time process.** If your organization already has registered, **renew your registration with SAM and verify that your registration with Grants.gov is current.**

If you have problems with registration:

- SAM Federal Service Desk: Call 1-866-606-8220 or see the information posted on the SAM website at **[SAM User Help](#)**.
- Grants.gov Contact Center: Call 1-800-518-4726, e-mail **[support@grants.gov](mailto:support@grants.gov)**, or consult the information posted on the Grants.gov website at **[Support](#)**. The Grants.gov Contact Center is available 24 hours a day, 7 days a week.

Maintain documentation (with dates) of your efforts to register or renew at least two weeks before the deadline.

You do not need to complete the registration process to download the application package and begin to prepare your material (see below). However, you will need your Grants.gov Username and Password that you obtain during the registration process to submit your application.

Registration Tips:

- **Register early.** Registration is by far the hardest part of the whole process. Don't put it off to the last minute. Grants.gov advises that registration usually takes up

to 5 business days but it can take longer; we recommend that you allow at least two weeks. For help, call the Grants.gov Contact Center at 1-800-518-4726, e-mail [support@grants.gov](mailto:support@grants.gov), or consult the information posted on the Grants.gov website at **Support**. The Grants.gov Contact Center is available 24 hours a day, 7 days a week.

- **Be extremely careful when entering your registration information and make sure your information on file with the entities involved is correct and consistent.** In the second step of the registration process, your information will be validated with the IRS and Dun & Bradstreet (D&B). If your information doesn't match exactly -- like having a comma in your organization's name on file with the IRS, but not with D&B -- it can snag your registration.
- **Make sure your registration information is up to date.** Your organization's System for Award Management (SAM) registration -- part of the Grants.gov registration process -- must be renewed every year. SAM will alert your organization's SAM Point of Contact when it is time for renewal. You can check your current SAM registration status by entering your DUNS number at "**Search SAM**" at [www.sam.gov](http://www.sam.gov). Also verify your registration with Grants.gov and make sure it is current before you apply, especially if your e-mail address has changed.
- **Even if you aren't registered, you can work on an electronic application.** While you need to be registered in order to submit an application, you don't need to be registered (or an AOR) in order to work on one.

Creating your application:

- **Review the Grants.gov software requirements.** You must have a version of Adobe Reader that is supported by Grants.gov installed on your computer in order to access, complete, and submit applications. Non-compatible versions of Adobe Reader or other Adobe products will lead to errors and prevent you from submitting your application. If more than one computer will be involved in the preparation of the application package, ensure that the same version of Adobe Reader is used.
- **Yes, the DUNS is important.** The DUNS you enter on the SF-424 form must match exactly the DUNS you used when you registered with SAM. If it doesn't match -- even if you just transpose two digits -- we won't get your application because the Grants.gov system will kick it back to you. If your organization has more than one DUNS (many do), make sure you're using the right one for applying via Grants.gov.
- **You're the only one who can ensure that your application is complete.** Yes, the Check Package for Errors function on the forms will tell you if you missed a required field but it can't tell you if your application was validated and accepted by Grants.gov. See below.

Submitting your application:

- Submit your application by December 27, 2016 to give yourself ample time to resolve any problems that you might encounter. You take a significant risk by waiting until the day of the deadline to submit.
- **Just because Grants.gov received your application doesn't mean it's been accepted.** Ensure that your application was validated and accepted by the Grants.gov system. Go to Track My Application to track the validation and progress of your application submission through Grants.gov. There are several reasons applications may not be validated. Maybe there was a problem with the DUNS (see above). Bottom line: Don't wait until just before the deadline to submit. If you turn off your computer right after submitting, you may not learn the application was kicked back until too late. Give yourself some extra time to make adjustments and resubmit, if necessary.
- **Sometimes the problem isn't Grants.gov or you, it's your computer.** You'll need to work with your own IT administrator to fix the problem. It may be due to the presets on your computer or your Internet Service Provider. If your IT administrator isn't available, just try submitting from another computer and see if that works. Another reason to submit early!

### **Download the Application Package**

1. Verify your software.

**You must have a version of Adobe Reader that is supported by Grants.gov installed on your computer before you download your application package from Grants.gov.** Non-compatible versions of Adobe Reader or other Adobe products will lead to errors and prevent you from submitting your application. If more than one computer will be involved in the preparation of the application package, ensure that the same version of Adobe Reader is used.

Please go to "[Recommended Software](#)" to see the compatible versions of Adobe Reader or to download and install Adobe Reader. Please see important information about versions of Adobe Reader DC [here](#).

2. Access the application package on Grants.gov by clicking on the link below:

**DOWNLOAD**

[Funding Opportunity Number: NEAPS1604]

This will bring you to the "Selected Grant Applications for Download" screen.

Download the application package and follow the instructions below. **It is not necessary to download the instructions from Grants.gov as you will merely be directed back to the instructions in this document.**

Do not open a Grants.gov "Workspace" environment to create, prepare, or submit your application materials.

3. When you download the application package, the Grants.gov "Grant Application Package" screen will open. Click on the "Save" button and **save the application package to a location on your computer or network where you can find it readily**. Save your application each time that you work on it. You will get the message: "The File already exists. Replace existing file?" Click "Yes" to ensure that you always save the most recent version.
4. You can access each Mandatory form by clicking on it OR you can scroll down your screen and you will come to each form in succession.

The two forms are:

- **Application for Federal Domestic Assistance/Short Organizational Form (SF-424)**: This form asks for basic information about your organization and project. Complete this form first. Data entered here will populate fields of other forms where possible. Instructions for completing this form begin on page 15.
- **Attachments Form**: This is not a form in the conventional sense, but rather a place to attach additional items (e.g., your application narrative and the Project Budget Form) that must be included for your Grants.gov application package to be considered complete. Instructions for completing this form begin on page 17.

### **Submit Your Electronic Application**

1. Check the size of your electronic application. The total size should not exceed 10 MB.
2. To begin the submission process, click the "**Save & Submit**" button. [This button will not become active (and turn from light to dark gray) until you have saved your application with all required fields completed. Clicking this button will prompt you to save your application package one last time. When asked if you want to replace the existing file, click "Yes." You will then be reconnected to Grants.gov and the Internet.] **You will be prompted to provide your Grants.gov Username and Password that you obtained during registration.**
3. Click the "**Login**" button. This will bring you to the "Application Submission Verification and Signature" screen, which provides a summary of the Funding Opportunity for which you are applying. Click the "Sign and Submit Application"

button to complete the process. **Be certain that you are satisfied with your application before you click this button. No revisions to your application are possible through Grants.gov once it is submitted.**

If you have difficulty submitting, go to [Adobe Reader Error Messages](#) or [Applicant Resources](#) for several tools and documents to help you.

4. Ensure that your application was validated and accepted by the Grants.gov system. Go to [Track My Application](#) to track the validation and progress of your application submission through Grants.gov.

### **Application Instructions**

For a complete application, follow Steps 1 and 2 below:

#### **Step 1: Fill out the Application for Federal Domestic Assistance/Short Organizational Form (SF-424)**

**NOTE:** All asterisked (\*) items and yellow fields on this form are required and must be completed before you will be able to submit the form. Do not type in all capital letters when completing the form. Enter information directly into the form. Do not copy from an old application package or another document and paste into the form.

1. Name of Federal Agency: Pre-populated.
2. Catalog of Federal Domestic Assistance Number: Pre-populated.
3. Date Received: This will be filled automatically with the date that you submit your application; leave blank.
4. Funding Opportunity Number: Pre-populated.
5. Applicant Information:
  - a. Legal Name: Enter the legal name of your organization as it appears in the current IRS 501(c)(3) status letter or in the official document that identifies the organization as a unit of state or local government, or as a federally recognized tribal community or tribe. (Do not use your organization's popular name, if different.)
  - b. Address: Use Street 1 for your street address or post office box number, whichever is used for your U.S. Postal Service mailing address. Street 2 is not a required field and should be used **only** when a Suite or Room Number or other similar information is a

necessary part of your address. Do **not** use Street 2 to give a second address for your organization.

In the Zip/Postal Code box, enter your **full 9-digit zip code that was assigned by the U.S. Postal Service.** (You may look it up at [www.usps.com/zip4/](http://www.usps.com/zip4/).)

d. Type of Applicant: Select the item that best characterizes your organization from the menu in the first drop down box. Additional choices are optional.

e. Employer/Taxpayer Identification Number (EIN/TIN): Enter the 9-digit number that was assigned by the Internal Revenue Service; do not use a Social Security Number.

f. Organizational DUNS: All organizational applicants for federal funds must have a DUNS number, which is recognized as the universal standard for identifying organizations worldwide. **The number that you enter here must agree with the number (either 9 or 13 digits) that you used with the SAM (System for Award Management) as part of the Grants.gov registration. Otherwise, your application will not be validated by Grants.gov and will be rejected.**

g. Congressional District: Enter the number of the Congressional District where the applicant organization is located. Use the following format: 2 character State Abbreviation-3 character District Number. For example, if your organization is located in the 5th Congressional District of California, enter "CA-005." If your state has a single At-Large Representative or your territory has a single Delegate, enter your two-digit state/territory abbreviation and "-000." If you need help determining your district, go to [www.house.gov](http://www.house.gov) and use the "Find Your Representative" tool.

## 6. Project Information:

a. Project Title: Enter Poetry Out Loud National Finals.

b. Project Description: Provide a two or three sentence summary description.

Please note:

This field on the form has a character limit of 1,000. Even if you have less than 1,000 characters, Grants.gov may translate special characters (e.g., apostrophes) in a way that will cause your application to be rejected. This can happen if you copy from an old application package or another document and paste into the form. We strongly encourage you to write a succinct project description and double check the number of characters.

c. Proposed Project Start Date/End Date: Enter a start date no earlier than June 1, 2017. Your project may extend for up to 15 months.

7. Project Director: Provide the requested information for the Project Director. Select a Prefix (e.g., Ms., Mr.) even though this is not a required field. Provide contact information, including an e-mail address that will be valid throughout the proposed period of performance.

8. Primary Contact/Grant Administrator: Provide the requested information for the individual who should be contacted on all matters involving this application and the administration of any Cooperative Agreement that may be awarded. Select a Prefix even though this is not a required field.

**If this individual is the same as the Project Director, you may check the "Same as Project Director" box and not repeat information that you have already provided in Item 7.** (If the Primary Contact/Grant Administrator is the same as the Authorizing Official, please complete all items under both 8 and 9 even though there will be some repetition.)

9. Authorized Representative: Enter the requested information for the AOR (Authorized Organization Representative) who will be submitting this application to Grants.gov. Select a Prefix even though this is not a required field. The AOR must have the legal authority to obligate your organization. By clicking the "I Agree" box at the top of Item 9, this individual will be certifying compliance with relevant federal requirements on your organization's behalf. (These requirements can be found in the "**Assurance of Compliance**" section.) The "Signature of Authorized Representative" and "Date Signed" boxes will be populated by Grants.gov upon submission of the application.

## **Step 2: Complete and Attach Required Items to the Attachments Form**

This "form" is not a form in the conventional sense. Rather, it is a place to attach documents that you have completed and saved elsewhere on your computer.

Several important points:

1. Attachments 2 is a fillable form; you will link to find it. This form can be filled in, saved to your computer, and attached without the need for special software or conversion to PDF.

Please be sure you are using Adobe Reader (version 9 or higher) when filling out our PDF forms.

Note to Mac users: Your computer may be set to open PDF files using Preview (you can tell which program is being used to view a PDF file by looking at the left-most item in the menu bar). Please verify that you are using Adobe Reader and not Preview. If you don't have Adobe Reader installed, you can download it here: <http://get.adobe.com/reader/>.

2. All other attachments are documents (e.g., narratives, bios) that you will develop in accordance with the instructions provided. **These items must be submitted as PDF (portable document format) files.**

**Do not create PDFs of your electronic documents by scanning.** In the past, some applicants have printed their electronic documents and then scanned them, saving the scan in PDF format. PDFs created this way are much larger, and of lower quality, than PDFs created by the methods we recommend. **Do not embed non-printable media files (video and/or sound) in your PDF documents.** Static images (e.g., pictures) are acceptable. Please do not enable any document security settings or password-protect any PDF file you submit to us.

3. No attachment should be more than 2 MB. For non-form documents, label pages clearly with the name of the item (e.g., Application Narrative) and your organization's legal name. **Leave a margin of at least one inch at the top, bottom, and sides of all pages. Do not reduce type below 12 point font size.** Do not type in all capital letters. Within each attachment, number pages sequentially; place numbers on the bottom right hand corner of each page. **Excess pages will be removed and not be reviewed.**

4. **Name your files as indicated below and attach them in the proper order.** Limit file names to 50 or fewer characters and use only the following characters when naming your attachments: A-Z, a-z, 0-9, underscore (\_), hyphen (-), space, and period. If you do not follow this rule, your application may be rejected. Please note that you cannot change the name of a file on the Attachments Form. Therefore make certain that each file is named correctly **before** you attach it.

When you open the Grants.gov Attachments Form, you will find 15 attachment buttons. By clicking on a button, you will be able to choose the PDF file from your computer that you wish to attach. Please attach the proper file to the proper button as listed below.

## How to Prepare and Submit an Application

### The Attachments

**ATTACHMENT 1:** To this button attach a **narrative** (no more than 5 pages in length) that addresses the points below. The file name should indicate the name of your organization or a recognizable acronym followed by "Narrative" (e.g., "ABCOrgNarrative").

The information that you provide will be reviewed in accordance with the "Review Criteria" for this initiative. Please organize your response a), b), c), etc., and use the boldfaced language below as a heading for each item.

- a) Your organization's **mission** and how it relates to this program.
- b) Your organization's **experience** in producing and presenting literary or performing arts events. Note any major public literary or performing arts events that you have produced or presented in the past three years.
- c) **Proposed project activities**. Be as specific as possible. Describe your plans for accomplishing all aspects of the project as detailed in the Scope of Work and Detailed Requirements section of this Program Solicitation.

Your proposed plans for **presenting and producing the 2018 POL National Finals** program, including the competitions, banquet and reception, and other activities. If you are proposing a specific producer(s), please note them and the degree of their commitment. Discuss any proposed consultants, partners, or special resources that might be needed.

- d) **Schedule** of key project planning and implementation dates.
- e) Your organization's **experience in** producing, or overseeing the production of, webcast quality **videotaping** of live arts performances. Describe your organization's experience in **webcasting** live events or performances for national audiences and in obtaining all necessary rights/permissions to do so.

**ATTACHMENT 2:** To this button, attach brief **bios** (at least three per page) for the key personnel to be involved in the project. The file name should indicate the name of your organization or a recognizable acronym followed by "Bios" (e.g., "ABCOrgBios").

**ATTACHMENT 3:** To this button, attach the completed **Project Budget Form**, Parts 1 and 2 [[PDF](#) | [Instructions](#)]. The file name should indicate the name of your organization or a recognizable acronym followed by "Budget" (e.g., "ABCOrgBudget").

You may request an award amount of up to \$195,000. Do not include line items in the Project Budget for expenses covered by the Poetry Foundation (e.g., venue rental, hotel, student and chaperone travel to/from Washington, D.C., student awards, reception and banquet costs).

**ATTACHMENT 4:** To this button, attach any additional supporting information that you think necessary. (Optional)

You may attach a PDF with web links to relevant materials. In this case, list the URL for the page to be shown and include any necessary navigation paths and any information on required plug-ins. Do not submit a website that requires a password. Do not submit a link to a site that requires material to be downloaded (e.g., Dropbox). The file name should indicate the name of your organization or a recognizable acronym followed by "SupportInfo" (e.g., "ABCOrgSupportInfo").