



2017 ARTIST GUIDELINES

The 27th Annual Chalk it Up! Festival will be held Labor Day Weekend, Sat Sept 2 – Mon Sept 4, 2017 at Fremont Park, 1515 Q St, in Downtown Sacramento.



OVERVIEW



The Chalk It Up! Festival is a community experience. We recommend that during the weekend, you take some time to participate in other activities that the festival has to offer: food trucks, live music, children's activities, a shaded beer garden, and interactive arts.

Chalk it Up! is also an opportunity to raise funds for youth arts in the Sacramento region. We offer youth art grants throughout the year, and many of our grantees teachers who would otherwise buy basic art supplies out of their own pockets. We love that you have volunteered your time and skills, but for Chalk It Up to continue to fund youth arts programs, we need each of our squares to be sponsored. Please consider helping us reach that goal by asking individuals and organizations in your community to sponsor your square.



SPONSORSHIP



- + As a registered Artist, you will be matched with a sponsor. All squares must have a sponsor.
- + All artists are obligated to include their sponsor's name in 6" tall letters on the bottom of their art square, unless another arrangement has been made between the artist and sponsor.
- + Please add your sponsor's name to your square as soon as you start. You can change or embellish it later if needed.



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ARTIST CHECK-IN

- + Artist Check-In will begin at 7:00 am on Saturday, September 2nd, for pre-registered Artists that have been matched with a Sponsor.
- + Pre-registered Artists without Sponsors can check in on Saturday starting at 10:00 am.
- + Online registration closes at 10:00 pm on Thursday, August 31st. Artists who have not registered in advance can begin signing up in person at the festival after 12:00 pm on Saturday.
- + Please remember to thank your sponsor for making this all possible!

SQUARE RULES

- + Artists may choose to do any artwork they want but must include the name of the sponsor within the square in 6" tall letters.
- + Please add your sponsor's name to your square at the beginning of your project. Do not wait until Sunday or Monday to add your sponsor's name. They want their sponsorship to be seen by all attendees.
- + The artwork is up to the artist, but it should be appropriate for a family/children's event.
- + No religious or political statements, illegal references, inappropriate images, or anything that may be deemed offensive.
- + No Reserving spaces - Please don't mark sidewalk squares to reserve for yourself.

THE FESTIVAL & CHECK-OUT

- + Each sponsored square will receive a tote bag with:
 - One box of 24 chalk pastels, courtesy of Universal Art. Double squares will receive two boxes.
 - One Chalk It Up! commemorative t-shirt
 - A variety of other goodies, coupons, and special offers from our sponsors.
 - A wrist band, that gets you into the VIP/Hospitality area to cool down and relax with snacks and (non-alcoholic) beverages throughout the weekend.
- + You have 3 days to complete your masterpiece. When you are finished, please fill out the **Check Out Form** at the Artist Check-in tent. This alerts our Official Photographer to take a final photo of your artwork in its freshest form.



CHALK IT UP SIDEWALK ARTIST SIGN-UP FORM

Chalk It up invites you to join us as a contributing artist at Sacramento's favorite family festival. Chalk It Up is held over three days every Labor Day weekend in Fremont Park, in downtown Sacramento. The festival helps raise money to fund youth arts education in the Sacramento area. Visit our website for more information at chalkitup.org.

Please complete this Artist Application and return it by August 20 so as to be able to check-in at 7am on the first day of the festival. If this sign-up form is received after August 20, you will not be able to check in until 10am on the first day. For faster submission you may sign-up online at chalkitup.org. If you have any questions, please contact our Artist Coordinator at artists@chalkitup.org or leave a phone message at (916) 524-2020.

Please read the Artist Volunteer Guide before filling out the following sign-up form.

_____ Please check here to acknowledge that you have read and understand the Artist Volunteer Guide and you agree to follow all guidelines and rules laid out in the guide.

ARTIST'S NAME _____

ADDRESS _____

CITY _____ **ST** _____ **ZIP** _____

PHONE (_____) _____ **EMAIL** _____

PREFERRED ARTISTIC MEDIUM _____

OF TIMES HAVE YOU DONE CHALK IT UP? _____ **LAST YEAR YOU PARTICIPATED?** _____

Are you willing to do a Double Square? **Yes** **No**

Are you willing to do specific artwork? **Yes** **No**

I am available to represent Chalk It Up at other events throughout the year! **Yes** **No**

Do you have a sponsor? **Yes** **No**

WHO IS YOUR SPONSOR? _____

*Please include their business name, address, city, zip code, contact name, email, and phone number.
Please ensure that your sponsor also fills out a Square Sponsor Form at chalkitup.org*

SIGNATURE _____

*Reproduction rights to all artwork completed at the Festival is hereby granted to Chalk It Up and may be used for promotion and fundraising purposes related to Chalk It Up at the discretion of the organization. **Signing this document acts as an acknowledgement of this agreement** and as a photo release for myself, any co-creators, and any of my personal guests at the Chalk It Up Festival.*