



# 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.