



# 2017 SPONSOR 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



At Chalk It Up, our mission is two-fold: Create an interactive art & music festival that's free to the public, AND provide support and funds for youth arts throughout the Sacramento region through our grants program.

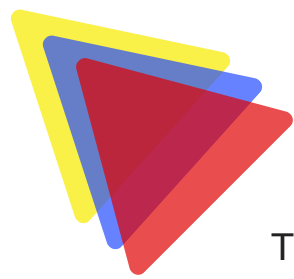
This year, limited opportunities are available for you to put your family, business, or organization on the forefront as a patron of art, music, and arts education!



## your sponsorship



- + You are sponsoring a Sidewalk Square that will be filled with chalk art by a Volunteer Artist.
- + Your Sidewalk Art Square Sponsorship is tax deductible as a charitable contribution.
- + A Single Square is \$150 and a Double Square is \$250. (Early bird special until August 20th 2017! Sponsor a Single Square for \$100 and a Double Square for \$200).



# 2017 GUIDELINES CONT.

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## your artist

- + Each sponsor will be marched with a Volunteer Artist.
- + If you have your own Volunteer Artist, or if you are the Artist, please add that information on the Sponsorship Form.
- + If you are providing your own Volunteer Artist, please make sure that your Artist has registered as a Volunteer Artist on the Chalk It Up website.

## square artwork

- + All artists are obligated to include their sponsor's name in 6" tall letters on the bottom of their art square, unless some other arrangement has been arranged between the artist and sponsor.
- + The Sponsor's name will be on the artwork before the end of the first day.
- + The Artist will pick the Square location when they check-in and the Artist is responsible for the content of the Sidewalk Square.
- + All artwork should be appropriate for a family event. No religious or political statements, illegal references, inappropriate images, or anything that may be deemed offensive.

## payment and support

- + Sponsored square need to be paid for before the artist can start the artwork.
- + You can pay at the end of the Sponsorship Form with our PayPal link ( you do not need to sign up for PayPal- they accept most credit and debit cards)
- + You can also mail a check, payable to Chalk It Up, to PO Box 162908, Sacramento, CA 95816.
- + Your sponsorship supports Chalk It Up's local youth arts grants and helps keep this festival free for the Sacramento community.
- + If you love sponsoring Chalk It Up, please show your support on social media with #chalkitup or #chalkitup2sac