

CHALK IT UP

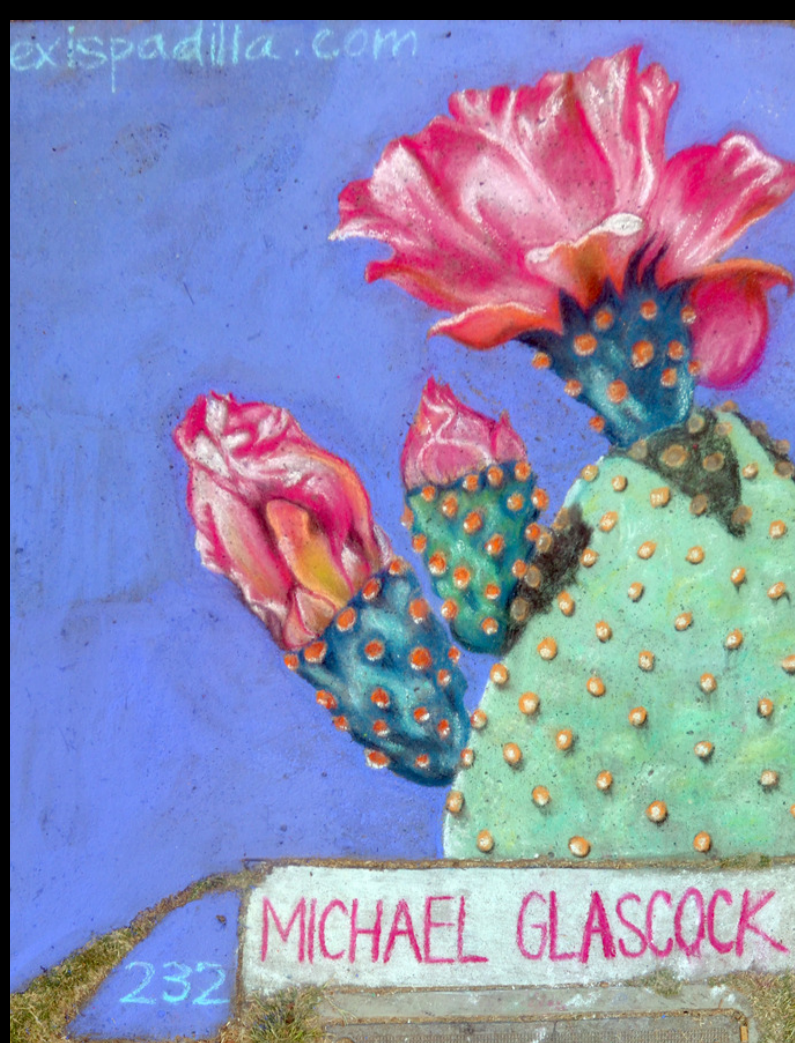
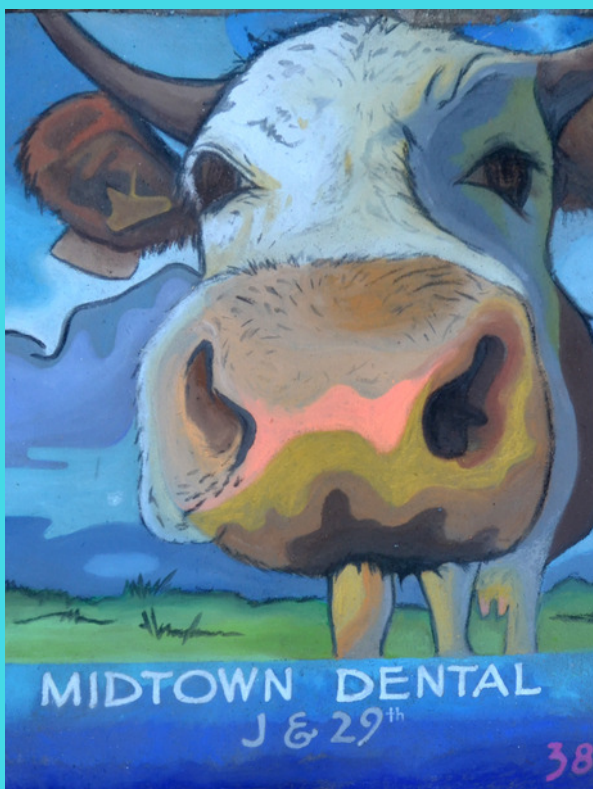
MEDIA KIT

Our Mission

Chalk It Up promotes and supports Youth Arts by offering small grants to individuals, groups, and arts organizations throughout the Sacramento region. We do this in large part with our annual Chalk It Up! Festival which encourages artistic expression of all kinds through a three day celebration of chalk art, live music, and regional food and craft vendors.

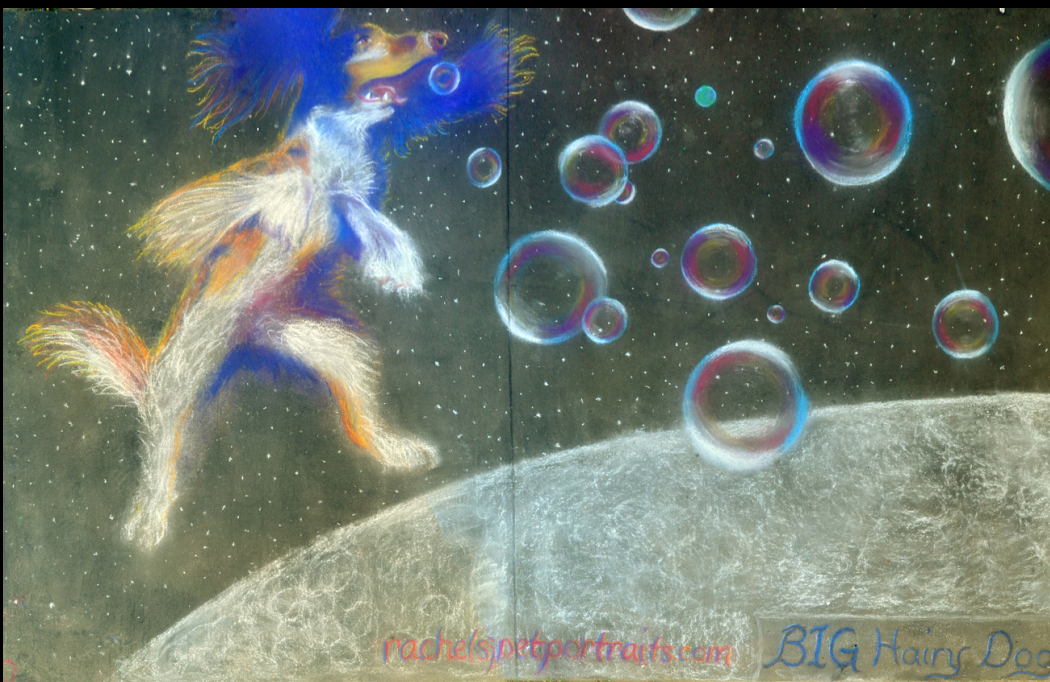
About Us

Chalk It Up aims to empower and support the next generation of Sacramento artists through targeted art grants for young artists and the programs which inspire them. Our free Labor Day Weekend Chalk It Up! Festival at Fremont Park is our biggest event of the year, bringing people from all over the Sacramento region downtown to celebrate chalk art and music, and to help us fund the work that we do throughout the rest of the year.



History

Chalk It Up began as a handful of artists, creating chalk art in different locations throughout Sacramento. In 1991, these artists decided to combine their efforts and they organized the first annual Chalk Art festival in Fremont Park. The festival has grown from its early days, and now features hundreds of chalk artists, dozens of food and craft vendors, over 30 musical acts and nearly 60,000 attendees annually. As Chalk It Up has grown, so has our vision of supporting and uplifting youth arts in the Sacramento region.



Impact

From 2012- 2016, Chalk It Up has given over 50 grants to Youth Arts organizations and individuals, totally \$25,700. We strive to give more grants each year, increasing our impact in our community year by year.

Testimony

"I am so delighted in receiving this wonderful gift of oil pastels and stencils. My class was holding their breath with anticipation of the news, for we have been following an art program that teaches the skill of blending and shading. Before, we just had to watch or try to adapt the skills with crayons- but with poor effect. We practiced on a clown that we had drawn in a directed drawing lesson. Each student had their own set. The results were beautiful.

These new tools will be re-used for many years.

Again, thank you for your kindness and thoughtfulness. You have made this class' year!"

- Ms. Meyer, Natomas Unified School District



Mrs. Meyer's class clowns

Our Annual Festival

Chalk It Up's Annual Festival is a celebration of the local art, music and small businesses that help Sacramento thrive. Since 1991, the Chalk It Up! Festival has been held at Fremont Park in downtown Sacramento every Labor Day Weekend and has become one of Sacramento's most popular family festivals. The festival's highlights include the over 100 unique chalk art masterpieces which are started and completed throughout the weekend, three full days of live music highlighting local and young musicians, as well as the dozens of craft and food vendors who share their passions with festival attendees.

Contact Us

Jerry Perry

Executive Director

(916) 213-5059

chalkitupsacramento
@gmail.com

