



# SIDEWALK ARTIST GUIDELINES

The 28th Annual Chalk It Up Festival will be held Labor Day Weekend, Sat Sep 1 - Mon Sep 3, 2018 in 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.

The Chalk It Up festival is also an opportunity to raise funds for youth arts in the Sacramento region. We offer youth art grants throughout the year for K-12 art education. Without our grants many of these projects and supplies are paid for right out of teachers' pockets. We are so grateful that you have volunteered your time and talent, but for our festival to remain free and to continue to fund youth art programs, we need each of our squares to be sponsored. **You can help us achieve our goals by asking individuals or 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-inch tall letters on the bottom of their sidewalk art square**, unless another arrangement has been made between the artist and sponsor.
- + **Please add your sponsor's name to the square as soon as you start.** You can change or embellish it later if needed.



# SQUARE ARTIST GUIDELINES CONTINUED

The 28th Annual Chalk It Up Festival will be held Labor Day Weekend, Sat Sep 1 - Mon Sep 3, 2018 in Fremont Park, 1515 Q St, in Downtown Sacramento.

## ARTIST CHECK-IN

- + Artist Check-In will begin by 7am on Saturday September 1st for pre-registered artists that have been matched with a Sponsor.
- + Pre-registered Artists without Sponsors can check in on Saturday starting at 10am.
- + Online registration closes at 10pm on Thursday August 30th. Artists who have not registered in advance can begin signing up in person at the festival after 12pm on Saturday.
- + Please remember to thank your sponsors for making all of this possible!

## SQUARE RULES

- + Artists may choose do to any artwork they want, but must include the name of the sponsor within the square in 6-inch 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 square is not yours until you claim it at check-in.

## FESTIVAL INFO & CHECK-OUT

- + Each sponsored square will receive a tote bag with:
  - One Box of 24 chalk pastels courtesy of University 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 wristband 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 Artists Check-in tent. This allows our official photographer to take a final photo of your artwork in its freshest form.