



CHALK-A-LOT

MONROE arts
COUNTY ALLIANCE

**THIRD
ANNUAL**



STREET ART FEST IN DOWNTOWN WATERLOO, ILLINOIS

SEPTEMBER 14, 2024 – SPONSOR APPLICATION

Have you been looking for the perfect opportunity to gain exposure for your business? Well, look no further! Sign up to be a sponsor for the 3rd Annual Monroe County Arts Alliance Chalk-A-Lot chalk art event.

Sponsor (Business) Name: _____

Individual Contact Information: _____

Address: _____ City/State/Zip _____

Cell Phone #: _____ E-Mail: _____

SPONSORSHIP LEVELS:

Picasso Sponsor - \$100

You will be combined with other Picasso Sponsors to sponsor a “chalk art masterpiece.” You will be listed with the other sponsors and receive one social media mention.

Van Gogh Sponsor - \$250

You will be sponsoring an artist or group of artists to produce a chalk art “masterpiece.” Art space dimensions are 60 sq. ft. (6ft. x 10 ft.) and are dependent upon the sponsor’s level of commitment. If you have someone you would like to be your artist of choice, please indicate that person’s name and contact details below. If you do not have an artist, we will choose one from our list of registered artists.

A sign with the name of your business (as you specify) will be prominently displayed by the chalk art space you have sponsored.

In addition, your sponsorship will include:

- 1) Name on back of the Chalk-A-Lot event T-shirt.
- 2) Three (3) mentions on all social media platforms during the 8-week period preceding the event (random scheduling).

Monet / Family Area Sponsor - \$500

An area will be designated for children and/or families to produce their own chalk art “masterpieces.” Your sponsorship will help to provide the materials necessary for those areas.

A sign with the name of your business (as you specify) will be prominently displayed by the Family Area.

In addition, your sponsorship will include:

- 1) Display on all signage and banners.
- 2) Display on all print ads in local newspapers.
- 3) Medium-sized logo on the back of the Chalk-A-Lot event T-shirt.
- 4) Four (4) mentions on all social media platforms during the 8-week period preceding the event (random scheduling). The sponsor can publicize any sales or special promotions taking place the day / weekend of the Chalk-A-Lot event.

Michelangelo Sponsor - \$1000

As a Michelangelo Sponsor, you will be one of the major event sponsors. Your sponsorship will help to cover the overall event expenses. Several signs / banners with your business / sponsor name (as you specify) will be placed in prominent locations throughout the event space.

Your sponsorship at this level will include:

- 1) Display on all signage and banners.
- 2) Display on all print ads in local newspapers.
- 3) Large-sized logo on the back of the Chalk-A-Lot event T-shirt.
- 4) Ten (10) mentions on social media platforms during the 8-week period preceding the event (random scheduling). The sponsor can publicize any sales or special promotions taking place the day / weekend of the Chalk-A-Lot event.
- 5) Announcements will be made throughout the day announcing you as a MICHELANGELO (major level) sponsor.

PLEASE MAKE ALL CHECKS PAYABLE TO MONROE COUNTY ARTS ALLIANCE

SPONSORSHIP DEADLINE – AUGUST 24, 2024 – This is the absolute latest deadline for all signage and banners to include your name!!!

Do you have/know of someone who would like to be your ARTIST? If so, please provide their name and contact information below and **we will send them an ARTIST APPLICATION.**

The undersigned acknowledges and hereby releases the Chalk-A-Lot committee, Monroe County Arts Alliance, sponsors, City of Waterloo, County of Monroe and their agents of any loss or damage to their person or property. All artwork must be appropriate for public viewing by all ages. No words or symbols intended as advertising may appear in the image. Please plan to sign your artwork at the bottom of the image area.

Photo Release: The Monroe County Arts Alliance would like to have all artists consent to the use of their image and images of their artwork for use on the Chalk-A-Lot event and Monroe County Arts Alliance websites, Facebook pages, press releases and promotional materials.

The below Artist's signature consents to the unrestricted use of images, in connection with any use by the Monroe County Arts Alliance, City of Waterloo, the County of Monroe and/or the Chalk-A-Lot committee, including, but not limited to, any photographs of either the Artist or their Artwork or the use of their name in connection.

Signature _____ Date _____

PLEASE MAIL TO Monroe County Arts Alliance, PO Box 17, Waterloo, IL 62298 –
OR Contact – <https://monroecountyarts.org>
OR EMAIL – monroecountyarts@gmail.com

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