



celebrate erie

2022 chalkwalk sponsor

august
19-21



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chalkwalk mural

\$500



your sponsorship

An Erie tradition for more than a decade, Chalkwalk is CelebrateErie's most popular attraction. Local artists come together to color State Street alive with nearly 40 vibrant chalk murals the length of a city block. Here's what your sponsorship includes:

- + **Chalkwalk Mural Space**—Commission an artist to conceptualize and create an original chalk mural for more than 150,000 attendees to see at CelebrateErie's most popular attraction.
- + **Social Media Best Practices Kit**—Enjoy social media-ready logos, graphics, and pre-written posts to help promote Chalkwalk.

your artwork

Sponsors will choose and work with an artist to conceptualize and create a Chalkwalk mural. Chalkwalk murals are not to be ads or depictions of an organization's brand. Here are the artwork rules:

- Chalkwalk murals cannot be just a logo or piece of advertising.
- Sponsor name and/or logo can only be displayed in front of the mural.
- Artwork can capture the essence of a sponsor's mission/values as long as artist is cool to work with a sponsor.
- Artists are encouraged to incorporate Erie into their artwork.
- Artwork must not be controversial, obscene, or otherwise offensive, and all concepts must be approved by the CelebrateErie Team.

your artist

As a Chalkwalk sponsor, you will have the option to:

- Recruit your own artist and have them apply at: www.CelebrateErie.com/apply Be sure the artist indicates your organization as their sponsor.
- Work with an artist who applied.

Sponsors and artists must adhere to the following timeline:

April 29, 2022— deadline for all Chalkwalk artists to submit application

May 6-20, 2022— selected artists are matched and (if artist is willing) put in contact with sponsors to collaborate on a mural design

June 3, 2022— deadline for artists to submit design for approval

August 6, 2022— artist check-in @ 5 p.m. at City Hall

August 20, 2022— Chalkwalk voting ends @ 5 p.m. and the winning artist is announced on Mainstage



Thank you for your consideration.
Organizations like yours bring
Chalkwalk to life.

sponsor contact

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CelebrateErie is a production of
Cultures, Arts, Festivals and Events of Erie (CAFE), a 501c3