



celebrate erie

2024 chalkwalk sponsor

august
16-18



august 16-18 • downtown erie

chalkwalk mural

\$500

your sponsorship

An Erie tradition for more than a decade, Chalkwalk is CelebrateErie's most popular attraction. Chalkwalk will take place **August 15-17, 2024**. 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 **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:

May 17—Deadline for all Chalkwalk artists to submit online application, which includes uploading three portfolio samples

May 20-28—Artists are notified of acceptance, and accepted artists are put in contact with sponsors

June 10—Deadline for artists to submit design for approval by the CelebrateErie team and to submit Chalkwalk Artist agreement

August 1—Artist orientation

August 15—Artist check-in at 5 p.m. at City Hall, 626 State St.

August 17—Chalkwalk voting ends at 5 p.m., and the winning artist is announced on the Mainstage on Saturday night.





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

sponsor contact

Adrienne Nannen
Executive Director, CAFE
anannen@erie.pa.us
814-870-1204

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