

2018 Sponsor

Join Us in September

Objectives

Reinforce your brand with a demonstrated commitment to community events, education and the arts. 78% of Americans expect a company to be socially responsible; 84% will switch brands to support a cause (source: Cone-Roper). Supporting grassroots arts events such as the Longmont Chalk Art Street Fair will augment your brand in the community.

- Attendees 5K - 8K
- 2 Day Event
- 2 City Blocks
- 60 – 75 Artists
- 4 Student Teams
- 36 Vendor Booths
- 28 Community Partners | Sponsors
- 3 Non-profit Recipients
- Live Music
- Food, Wine & Beer Vendors



2018 Event Marketing Opportunity

Longmont Chalk Art Street Fair captivates its more than 6,000 visitors who came in year one to watch the asphalt along Longs Peak Avenue transform into a bright and colorful street museum. This 2nd Annual event, which showcases the Italian art of street painting that dates back to the 1600s features almost 75 professional, amateur and student artists who spend hours on their hands and knees recreating works of art using vivid pastel chalks.

DATES: Saturday, September 7th & Sunday, September 8th, 2018

TIME: 10am – 10pm Saturday & 10am – 7pm Sunday

EVENT DEMOGRAPHICS:

84 percent of attendees are ages 24-46 – a desirable consumer demographic
62 percent of attendees are female – very influential in purchase decisions
26 percent of attendees from 2017 reside outside of the City of Longmont
The event is family friendly, boasting several high school student teams that participated in year one, drawing a number of young participants between the ages of 8-17

“ Exciting event for Longmont! What great community participation and jaw dropping work by the artists!” --Tammy Jordan

Local Resident



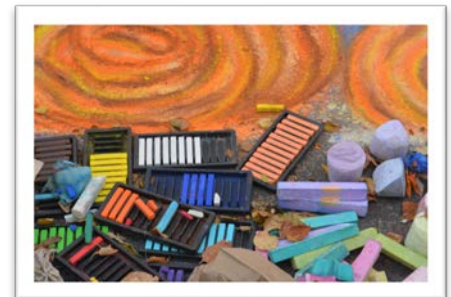
www.LongmontChalkArt.com



Bryce Widom – Featured Artist



Anvil Distillery – Sponsor & Artist



Sponsor Benefits

Pre-Event Exposure

° Recognition as major sponsor in communications to artists and sponsors (email & printed)

June: Artist Information Packets

July: Photos to Sponsors | City Promotion | Downtown Collaboration

° Logo inclusion in all advertising and collateral (June 1st deadline)

- Inclusion of logo and URL on event website (longmontchalkart.com)

- Logo on 100 event posters & 10,000 rack cards to be distributed throughout the Boulder County area prior to the event

- Inclusion in the Longmont Chalk Art email blast to 5,000+ subscribers & Downtown Longmont Supporting Media Sponsors Email Subscribers

- Logo inclusion in lamp post banner spanning Downtown Longmont for month (over 60,000 impressions) prior to event

° Sponsor spotlight opportunity on social media outlets

LONGMONT
CHALK ART
STREET FAIR
& BIN MARKET

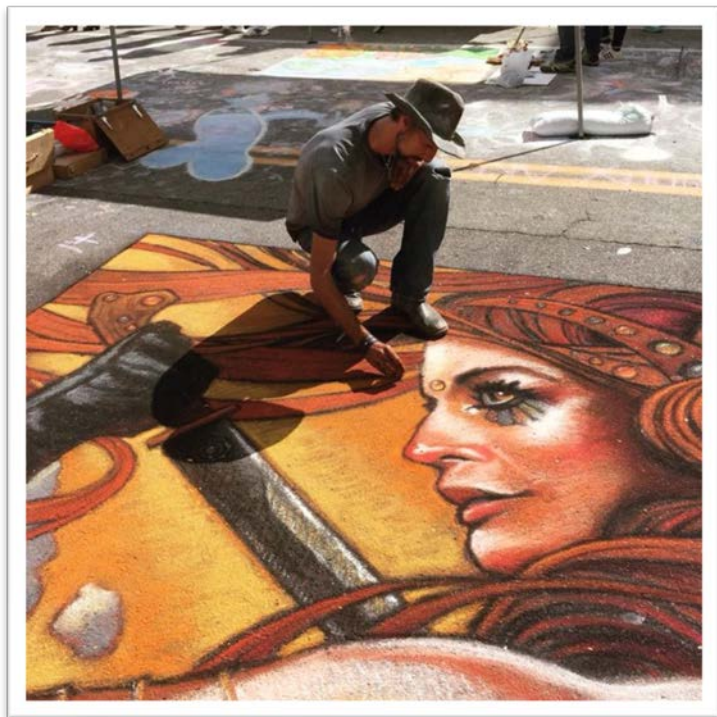
History of Chalk Art

The Longmont Chalk Art Street Fair follows street painting traditions that originated in 16th century Renaissance Italy when artists began transforming asphalt into canvas using chalk. The artists were called “madonnari,” after their customary practice of recreating chalk paintings of the Madonna. Historically, madonnari were known for their life of travel and freedom, making their living from coins received from passers-by.

With World War II came many hardships, greatly reducing the number of these artists. The art form was not officially brought back to life until 1972 when the small town of Grazie di Curtatone in Italy started the first International Street Painting Competition. Today, artists worldwide are taking to the streets, bringing with them new ideas, techniques and excitement for this ancient form of expression. Handmade French pastels have replaced the simple chalks previously used and the paintings have become complicated images of traditional master-style works, modern pieces and surreal chalk art creations.

Street Painting

The creation of a chalk painting takes many hours and is often not as simple as it seems. First, the artists must draw an outline of the original painting in proper proportion using pencil or a charcoal pastel. Then they begin to lay the base of colors. Using a number of colored pastels, the artist layers the chalk, blending the colors to create shadow, contrast and depth. So one might ask, ‘why street paint when the artists’ efforts disappear immediately?’ As avid street painters will tell you, this is performance art, where the process of creating the work is more important than the finished piece. For many, the dialogue with spectators can be as rewarding as creating their masterpieces. People can view the work in all stages of progress, from layout and design, to color application and of course the finished creation.



Saturday, September 8
10 am – 10pm

Sunday, September 9
10 am – 7pm

Live Music
Food, Beer & Wine Vendors
Artisan Booths
Captivating Live Artists

2017 COMMUNITY SUPPORT

LDDA & City of Longmont
 ArtWalk Longmont
 Longmont Community Fnd
 High Plains Bank
 Kristen Coates Graphic Design
 TinkerMill
 Fuzz Music Studios
 St. Vrain Valley School District
 Front Range Comm College
 Oliver Financial
 Chamberlain Coin
 Longmont Assoc of Realtors
 Instant Imprints
 Left Hand Brewing
 St. Vrain Cidery
 3 Badge Beverage Corp
 300 Suns
 Cheba Hut
 Wibby Brewing
 GrosenBart Brewing
 Anvil Distillery
 Ocsr Blues
 Big Daddy Bagels
 Chef Steve
 Haystack Mountain Dairy
 Hot Box Roasters
 La Madeline Bakery
 La Momo Maes Bakery
 Sprouts Market
 Lucky's Market
 Shamrock Foods
 Boulder Lamb
 Lindsey Land Llc
 Duty Free Pets
 Blick
 Greening Realty
 Integrative Chiropractic
 Sticker Giant
 Goldmine Coupons
 Taste Magazine
 Westword



Sponsor Packages

Artist Sponsor (28 Available)

\$250

- Recognition as Sponsor during the event with logo placed at artist block.
- Logo in event program
- Sponsor logo on event website before, during and after event.
- Sponsor logo printed on advertisements with media partners
- Social media presence including website, Facebook, LinkedIn and Twitter

Market Sponsor (26 Available)

\$350

- 10x10 booth space on Saturday & Sunday
- Logo in event program & on event website before, during and after.
- 10 Food and Beverage Tickets during Event (Value \$50)
- Sponsor logo printed on advertisements with media partners
- Social media presence including website, Facebook, LinkedIn and Twitter

Supporting Sponsor

\$2,500

- Same Benefits as Market Sponsor Plus...
- 4 Tickets to the VIP Kickoff Dinner Prior to Event
- Half page ad in event program
- Logo placed on event t-shirts & mention from the event stage

Contact Us

Longmont Chalk Art
Street Fair

600 Longs Peak Ave, Ste H
Longmont, CO 80501

720-438-7410

Info@LongmontChalkArt.com

www.LongmontChalkArt.com

Longmont Chalk Art Street Fair is
a Non-Profit 501c3 Organization
in conjunction with the WBDC

Sponsor Deadlines:

Pre-Print Promo & Press:

June 20, 2018

Event Materials:

August 10, 2018

LONGMONT
CHALK ART
STREET FAIR
& BIN MARKET

Premier Sponsor

\$5,000

- ° Same Benefits as Supporting Sponsor Plus...
- ° 10x10 or 10x20 booth space on Saturday & Sunday
- ° 6 Tickets to the VIP Kickoff Dinner Prior to Event
- ° Full page ad in event program
- ° Logo placed on event t-shirts & mention from the event stage
- ° Sponsor advertisement and logo displayed during event
- ° Video participation with event promotion (pre-and post event)
- ° Inclusion in all press releases and editorial opportunities

Food | Beverage Vendor Sponsor

\$2,500 in Kind

- ° Tasting station participation
- ° 2 Tickets to the VIP Kickoff Dinner Prior to Event
- ° ¼ page ad in event program
- ° Logo placed on event t-shirts
- ° Sponsor advertisement and logo displayed during event and pre-event
- ° Social media presence including website, Facebook, LinkedIn and Twitter
- ° \$2 reimbursement for all turned in food | beverage tickets



Visit us Online

www.LongmontChalkArt.com
www.facebook.com/longmontchalkart/

720-438-7410
Info@LongmontChalkArt.com

How to Get Involved

- Sponsor an Artist
- Volunteer for the Event
- Join us on the Planning Committee
- Sponsor the Event
- Help Promote! Be a Community Advocate
- InKind Donations Gladly Accepted

Saturday, September 8
10 am – 10pm

Sunday, September 9
10 am – 7pm

Live Music
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Artisan Booths
Captivating Live Artists



Support The Arts in Your Community

“It is in Apple’s DNA that technology alone is not enough—it’s technology married with liberal arts, married with the humanities, that yields us the results that make our heart sing.”
–Steve Jobs, in introducing the iPad 2 in 2011

“In my own philanthropy and business endeavors, I have seen the critical role that the arts play in stimulating creativity and in developing vital communities....the arts have a crucial impact on our economy and are an important catalyst for learning, discovery, and achievement in our country.”
–Paul G. Allen, Co-Founder, Microsoft

"The rapidly evolving global economy demands a dynamic and creative workforce. The arts and its related businesses are responsible for billions of dollars in cultural exports for this country. It is imperative that we continue to support the arts and arts education both on the national and local levels. The strength of every democracy is measured by its commitment to the arts."
–Charles Segars, CEO of Ovation