

SARASOTA CHALK Festival

2014 in Venice, Florida

The first and only community event in Sarasota County that is free for all to participate in and attend.



Avenida de Colores, Inc. - A volunteer and charitable nonprofit cultural arts organization that partners with communities and leaders to produce the Sarasota Chalk Festival and other cultural arts programs EIN#27-3251334
530 S. Orange Ave, Sarasota, FL 34236 941.954.5800 participate@chalkfestival.org www.chalkfestival.org



The Sarasota Chalk Festival in Venice Florida 2014 - About us

The Sarasota Chalk Festival is a community event, founded by Denise Kowal and produced by the Avenida de Colores 501c3 nonprofit arts organization that facilitates community cultural events. Its purpose is to drive awareness and commerce to businesses while creating memorable and enjoyable experiences for area residents.

The Festival spans several days showcasing roughly 500 local, national, and international artists that are sponsored by grants, local residents, businesses and donations. The artists create museum-quality artwork - using pavement as a canvas and chalk as their medium while the public is encouraged to participate in the creative process as the viewer. Hundreds of partners from various local and national organizations, nonprofits, and schools, as well as, individuals perform alongside the pavement artists, to enhance the theme. The 2014 theme is '*Extinct and Endangered Species.*'

After six wonderful seasons in Sarasota the festival is excited to be moving to **VENICE!** Three locations will be utilized on the island for this year's festivities - West Miami Avenue, Venice Cultural Campus and the Airport Fairgrounds.

Since the inaugural 2007 humble beginnings, the festival has grown from a local event into an international sensation that has become the single most important contemporary pavement art venue in the world, bringing together a global community of artists, including our local artists and cultural enthusiasts. Because of this the community benefits from the roughly \$800,000 donation of fees by the artists. The children's chalking section has expanded and with donations it will again welcome more than 5,000 children to chalk - a place for the young and young at heart - a family friendly time. The student section attracts more than 100 students, grades 6 - 12, from all over Florida who travel here to chalk alongside dozens of local students - so sponsor a student's participation today.

The festivities attract upward of 200,000 visitors and generates millions of dollars of new revenues into the community - a return on investment that is unparalleled by any other event in the county. The season has expanded publicity campaigns for 2014 with Venice being in the limelight. We want the increase in exposure to carry the local community and our sponsor messages right along with the festival's success and those revenue to come to your door.

The festival is funded by sponsors such as you, local tourist revenues, and donations from our visitors. There are more than 300 dedicated volunteers, including our chair, Denise Kowal, she is a volunteer too who needs your help. It will take the collective energy and gifts from everyone to keeps the festival growing and ensures it's a 'wow' experience for all - therefore we are asking for your help today. May we please add you to our growing list of 2014 Venice sponsors?

We look forward to meeting with you and developing a partnership that is necessary to create a spectacular Chalk Festival in Venice, Florida, November 10 - 17, 2014.

Fundraising Ask Video: <http://youtu.be/Z6NV6clAdaE>

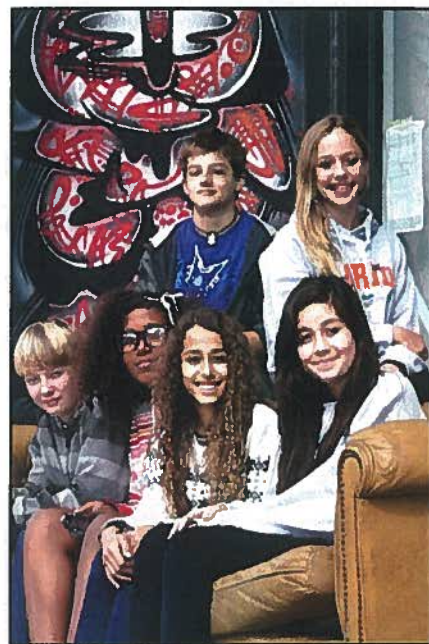


Local Artist Sponsorships

Local artists that are those citizens that live within Sarasota County that wish to participate at the festival for two or more days creating an oversized work of art in chalk. They receive an assigned space to chalk, a festival artist T-shirt, art materials, supplies, food, beverages, tickets to events and a medal for participating at the closing ceremonies. Local artists can also take classes from professional pavement artists before participating in the festival. Classes are provided for free to beginners, or for those who want to refresh or learn new skills.

\$250 100 Opportunities **Student Chalk Artist**

Students from grades 6 - 12 are encouraged to participate in the festival regardless of artistic level. Most applications are from local students but a few are groups of students who travel from outside Venice. A few students have chalked with us every year since 2007 and are now quite accomplished and skilled.



\$500 12 Opportunities **Adult Artist**

All local artists are encouraged to participate and automatically accepted, regardless of skill level or experience. Local adult artists receive their own page on our website with a short biography and photograph of their art - and your sponsorship support. Some local artists have experience chalking at one point or another while others are trying their skills for the first time.

\$750 6 Opportunities **Featured Adult Artist**

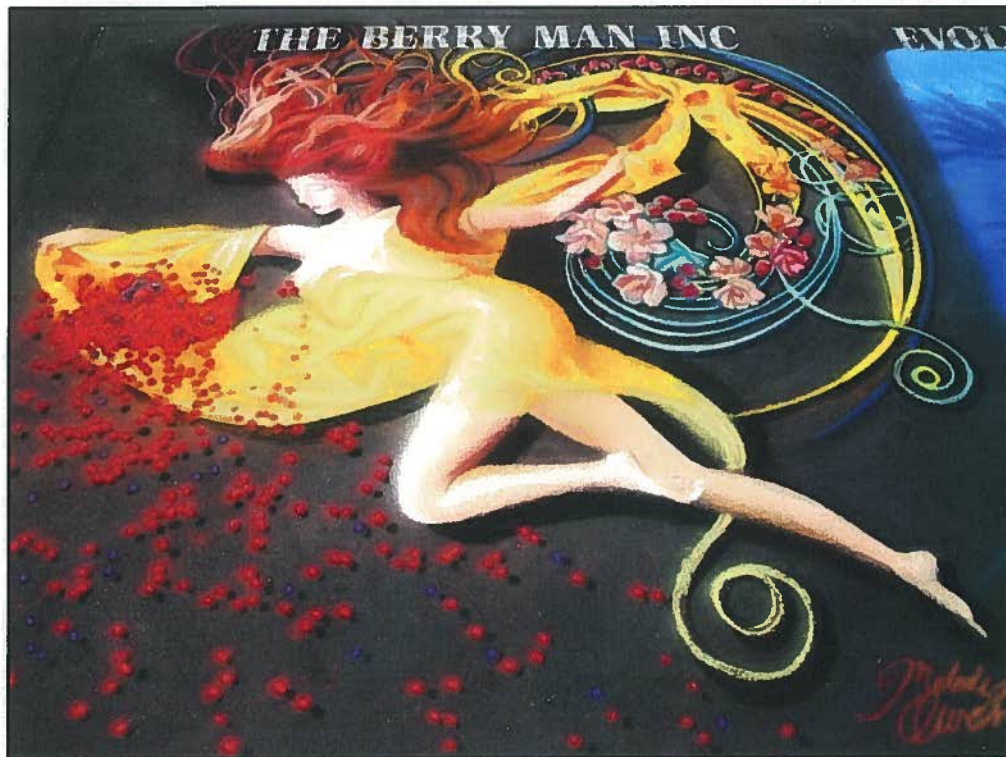
Featured adult artists are those with experience chalking in festivals and have a portfolio of work. They will perform on Miami Avenue West with many professionals. They have their own page on our website with a short biography and photograph of their art - and your sponsorship support.



Local Artist Sponsor - Benefits

\$250 Student **\$500** Adult **\$750** Featured Artist

- Your name displayed at the artists' chalk drawing during festival for thousands to see
- Listed as an artist sponsor on ChalkFestival.org website
- Highlighted on a social media as a sponsor
- Signed collector edition magazine by artist and founder
- Name on banner at the festival with other sponsors
- Tickets to Opening Gala November 13



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Florida Artist Sponsorships

All Florida artists are skilled with years of experience and featured on our website. They are provided space for their chalk art, stipend for their travel expenses, lodging, artists t-shirts, medal for participating, art materials, supplies, food, beverages and tickets to events.

\$950 25 Opportunities **Adult Artist**

Florida artists travel from all over the state to participate and are either professional artists or experienced chalk artists. They will perform at the Venice Cultural Campus on Saturday and Sunday.

\$1,250 10 Opportunities **Featured Adult Artist**

Featured Florida artists are highly skilled with a portfolio of work as a chalk artist. They will perform on Miami Avenue West with the other featured artists Friday, Saturday and Sunday.



National Artist Sponsorships

All National artists are skilled with years of experience and featured on our website. They are provided space for their chalk art, stipend for their travel expenses, lodging, artists t-shirts, medal for participating, art materials, supplies, food, beverages and tickets to events.

\$1,800 25 Opportunities **Adult Artist**

National artists travel from all over the USA to participate. They are either professional artists or experienced chalk artists. They will perform at the Venice Cultural Campus on Saturday and Sunday.

\$2,250 10 Opportunities **Featured Adult Artist**

Featured national artists are highly skilled with a portfolio of work as a chalk artists. They will perform on Miami Avenue West with the other featured artists Friday, Saturday and Sunday.



Florida Artist Sponsor - Benefits

\$950 Artist \$1250 Featured Artist

- Your name displayed at the artists's chalk drawing during festival for thousands to see
- Highlighted on a social media as an artist sponsor
- Signed collector edition magazine by artist and founder
- Name on banner at the festival with other sponsors
- Listed on the artists ChalkFestival.org webpage as the artist's sponsor
- Two tickets to Opening Night Gala, Closing Night Gala

National Artist Sponsor - Benefits

\$1800 Artist \$2250 Featured Artist

- Your name displayed at the artists's chalk drawing during festival for thousands to see
- Highlighted on all social media as a sponsor
- Signed collector edition magazine by artist and founder
- Name on banner at the festival with other sponsors
- Listed on the national artists ChalkFestival.org webpage as the artist's sponsor and your name hot-linked to your webpage
- Two tickets to VIP Preview, Opening Night Party, Closing Night Gala



International Artist Sponsorships

International artists are a combination of highly skilled artists that have this art form in their culture for hundreds of years and artists who are groundbreakers introducing this art form to their country. Most are highly skilled with large portfolios of work and media exposure worldwide. They are featured on our website. They are provided space for their chalk artwork, stipend for their travel expenses, lodging, artists t-shirts and medal for participating, art materials, supplies, food, beverages and tickets to events. We welcome artists from roughly 28 countries world-wide yearly. For many, it is their first experience traveling to the United States of America.

\$4,000 20 Opportunities International Artist

International artists show a strong desire to show their talent to our region and have a portfolio of work. They donate their artists fees back to the festival as in-kind support.



\$5,000 4 Opportunities Featured International Artist

Featured international artists have years of experience and skill as a chalk artists with a large portfolio of work and winners of many awards. They are featured in a press release prior to the festival. They donate their artists fees back to the festival as in-kind support.



International Artist Sponsor Benefits

\$4,000

- Name at artists's chalk drawing during festival for thousands to see
- Highlighted on a social media as a sponsor
- Signed collector edition magazine by artist and founder
- Name and logo on banner at the festival with other sponsors
- Listed on the Featured Florida Artists ChalkFestival.org webpage as the artist's sponsor
- Logo on ChalkFestival.org website, hot-linked
- Two (2) tickets to VIP Preview, Opening Night Party, Closing Night Gala

Featured International Artist Sponsor Benefits

\$5,000

- All the benefits above and...
- Two additional tickets (4 total) to VIP Preview, Opening Night Party, Closing Night Gala
- Logo on T-shirts with other major sponsors
- 10' x 10' space for booth to promote your cause or business (optional)



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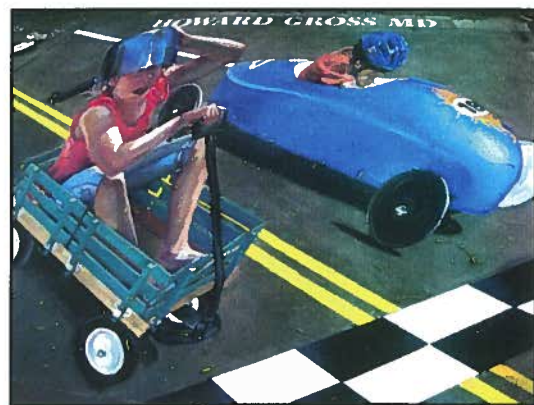


3D Artist Sponsorships

The 3D art is a fun and interactive experience for visitors, allowing them to step into the artwork and take pictures as they become a part of the art. This fascinating art form is one of the most circulated on the internet. All these artists have participated in festival before and show a high level of skill with a portfolio of work. These art pieces, depending on size take 3-10 days to complete.

\$2,500 2 Opportunities 3-D Artist, up to 12' x 12'

We place a high value on nurturing local artists who embraced the 3D art form and participate in the festival. They will perform on West Miami Avenue.



\$3,000 4 Opportunities 3-D Florida, up to 12' x 12'

These artists will perform on West Miami Avenue.

\$3,500 4 Opportunities 3-D Florida, over 12' x 12'

These artists will perform on West Miami Avenue.

\$6,000 4 Opportunities Featured International 3-D Artist, up to 12' x 12'

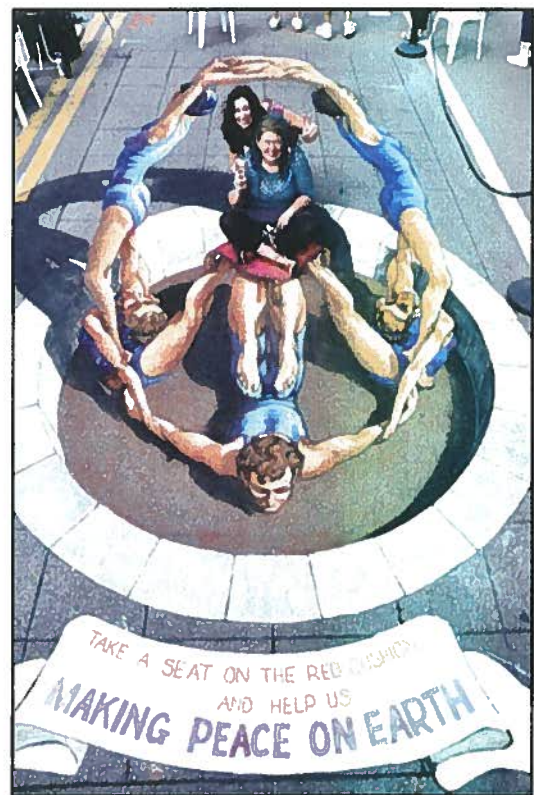
These artists will perform on West Miami Avenue.

\$10,000 6 Opportunities 3-D Illusionistic Artist, 12-20' (interactive)

These artists are the stars of the festival creating original 3-D interactive pieces and will perform on the Venice Cultural Campus.

\$20,000 6 Opportunities 3-D Illusionistic Artist, 20-30' (interactive)

These artists are the stars of the festival creating original 3-D interactive pieces and will perform on the Venice Cultural Campus



3D Artist Sponsor - Benefits

\$2500, \$3000, \$3,500

- Your name displayed at the artists's chalk drawing during festival for thousands to see
- Highlighted on a social media as an artist sponsor that is creating a 3D illusion
- Signed collector edition magazine by artist and founder
- Name & Logo on banner at the festival with other sponsors
- Listed on the Featured Florida Artists ChalkFestival.org webpage as the artist's sponsor, name hot-linked to your site
- Two tickets to VIP Preview, Opening Night Party, Closing Night Gala
- Logo on ChalkFestival.org website main page, hot-linked to your site

\$6,000

- *All the benefits above and...*
- Two additional tickets (4 total) to VIP Preview, Opening Night Party, Closing Night Gala
- Logo on T-shirts with other major sponsors
- 10' x 10' space for booth to promote business (optional)

\$10,000

- *All the benefits above and...*
- Page featuring you or your business on the ChalkFestival.Org website
- Half-page advertising space in Event Program - 100,000 copies
- Two (2) tickets for the Sunset Cruise with other Major Sponsors All the benefits above and...

\$20,000

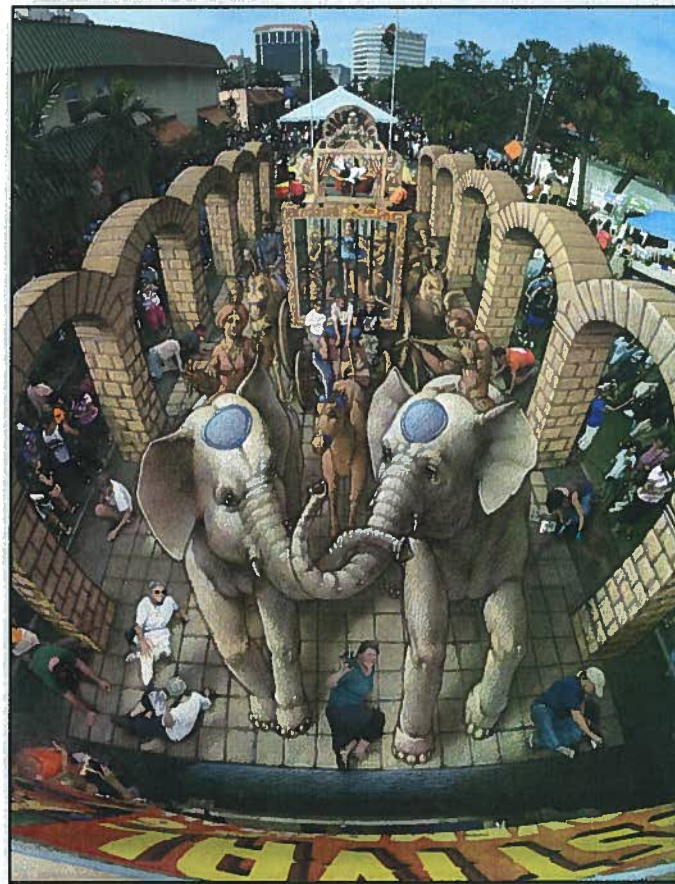
- *All the benefits above and...*
- An additional half-page advertising space (full-page total) in Event Program - 100,000 copies
- Two additional tickets (4 total) for the Sunset Cruise with other Major Sponsors



Featured 3D at Airport - Featured Sponsorship Opportunity

\$50,000 1 Opportunity **Featured 3D Pavement Art**

Featured 3D pavement art at the airport created weeks in advance of festival. This piece will be used to promote the festival and you for weeks prior to the festival opening. A team of artists will work to create a must see 3d interactive installation that will have the name of the festival, dates, fun images to be decided with sponsor and sponsor logo and name included. Thousands of people will have their photos taken with the image and your message is carried throughout social media. Benefits of sponsorship listed on reverse. Further details upon request.



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Featured 3D Pavement Art at Airport - Benefits

Please note: The featured 3D pavement art created at the Airport Fairgrounds can be sponsored by one entity or up to five entities, which contribute at least \$10,000 each.

- Your logo designed right into the 3D artwork (alternative - a message, a pet, a person, or item or name of someone special)
- Artwork created weeks in advance of festival giving media and marketing exposure for over a month
- Interactive - encouraging visitors to step inside artwork, take photos and share
- Space to promote business at Fairgrounds or Venice Cultural Campus
- Promotion for weeks leading up to festival on radio, TV, press releases, promotions, social media, including support by newspaper sponsor Venice Gondolier and magazine sponsor Sarasota Magazine
- Banner showing your support at festival
- Page and logo on ChalkFestival.org with hot-links
- logo on T-shirts, brochures, collector edition poster, banners, and programs.
- Your full-page ad in event publication (100,000 copies)
- Featured Press Releases
- New conference with media and you present
- Six (6) tickets to VIP Preview, Opening Night Party, Closing Night Gala, and Sunset Cruise with other major sponsors and organizers
- Your support of this piece is an integral part of the festival's success in Venice therefore your sponsorship is giving back to the community in more ways than one!



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SPONSOR APPLICATION

The Sarasota Chalk Festival is a cultural arts organization that is successful because of the support of the community, volunteers, artists and supporters, such as yourself. It is your support that allows us to remain free for all to participate and attend, the first and only international event of its kind in Sarasota County. The theme for this years festivities will be 'Endangered and Extinct Species,' such as the Florida Panther where only 160 remain in the wild, making it one of the most endangered mammals on earth.

Sponsor: _____ Sponsor Contact: _____

Address: _____

Cell Number: _____ Office Number: _____ Fax: _____

Email Address: _____ Website: _____

Sponsorship Level: _____

Check PayPal In-Kind Credit Card: Name on Card _____ card type _____

CC # _____ exp. _____ csc _____ billing zip _____

Comments: _____

Please contact us if you would like to request a sponsorship that is customized to fit your needs.

Please send sponsorship information and check to:

Avenida de Colores, Inc. 501c3
530 South Orange Avenue
Sarasota, Florida 34236

OR pay through our secure PayPal link at www.ChalkFestival.org

Avenida de Colores, Inc. 501(C)(3) Nonprofit Cultural Arts Volunteer Organization EIN#27-3251334
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