



# CHALK OF THE TOWN



Chalk of the Town is a free and family-friendly one-day event that brings in over 20 artists to create chalk masterpieces all over the district. Artists begin designing in the morning and finish by early afternoon for judging, and the top winners are awarded with Old Town prizes. Kids of all ages are encouraged to create their own art in several areas and visitors over 21 are welcome to enjoy our Social District while appreciating the colorful sidewalks!

**Event Date: 12PM-4PM on June 1, 2024**

## **TITLE SPONSOR: \$2,000**

- 🔊 Event titled: Chalk of the Town: Generously Underwritten by \_\_\_\_\_
- 🔊 Included on all promotional materials (digital, social media, and print)
- 🔊 Logo/name included on sponsorship page of website and event poster
- 🔊 Opportunity to be a guest judge
- 🔊 Name and sponsorship mentioned during awards

## **SUPPORTING SPONSOR: \$1,000**

- 🔊 Included on all promotional materials (digital, social media, and print)
- 🔊 Logo/name included on sponsorship page of website and event poster
- 🔊 Name and sponsorship mentioned during awards

## **KIDS AREA SPONSOR: \$500**

- 🔊 Logo/name included on sponsorship page of website and event poster
- 🔊 Included in social media posts regarding sponsors
- 🔊 Banner/sign at kids area entrance

## **ARTIST AREA SPONSOR: \$500**

- 🔊 Logo/name included on sponsorship page of website and event poster
- 🔊 Included in social media posts regarding sponsors
- 🔊 Banner/sign at artist area entrance

**Interested in sponsoring? Contact Samantha Benson at [Samantha@oldtownmainstreet.org](mailto:Samantha@oldtownmainstreet.org) or (517) 485-4283!  
To ensure your placement on print materials, sponsorship must be committed by May 1.**