

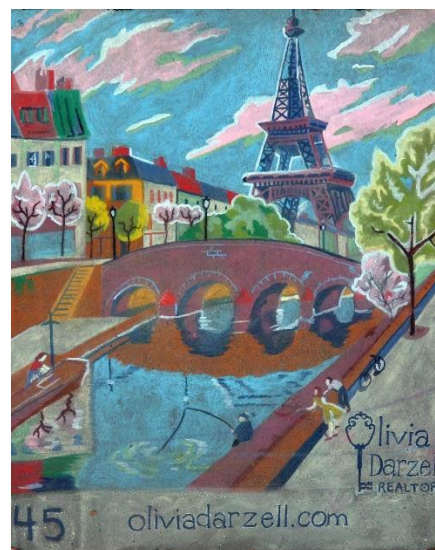


## Sponsorship Overview

Dear Community Partner,

Don't miss the opportunity to be part of the first **Main Street Middletown Coloring the Street** art festival to be held in our historic downtown from 10 a.m. to 4 p.m. This **FREE** community art festival will feature street yoga, **live acoustic music**, a themed and juried art competition, **children's process art and entertainment**, wine tastings, food vendors and more!

We have a fun and incredibly unique opportunity for you to show off your business! We are partnering with local artists to create chalk art pieces all the way down Main Street! We are looking for local businesses to sponsor our artists. As a Coloring the Street Chalk Art Sponsor, your company's name will be prominently displayed on your sponsored artist's work. After the festival, you will receive a digital and printed professional photo of your featured square.



## Sponsorship Details

**Main Street Middletown**  
**Coloring the Street**  
Saturday, April 28, 2018  
10:00 a.m. to 4:00 p.m.

1. You are sponsoring a Chalk Art square that will be filled with art by a local artist.
2. Your Chalk Artist Sponsorship is tax deductible as a charitable contribution, as Main Street Middletown is a 501c3.
3. A Chalk art Sponsorship is \$250.
4. If you have your own artist whom you would like to sponsor, please make sure they submit a Chalk Artist application.
5. See below for the art requirements set forth for the Chalk Artists

### **Requirements**

1. *All Artwork produced MUST be suitable for a multi age audience and should not depict violence; nudity; or profanity.*
2. *No political statements; slogans; trademarks or advertising*
3. *Artists must supply their own chalk based materials which should be water soluble and nontoxic. Oil pastels; paint and non-chalk mediums are not acceptable*
4. *A design brief - written or drawn must be provided by **March 15<sup>th</sup>, 2018** Featured Artist selections will be based on these designs.*
5. *Sponsor information should be visible at all times*
6. *Artists must complete their Image by 1pm*
7. *All art work must be contained within the allocated space*
8. *Artists may not accept monetary donations from onlookers*
9. *Artwork may not violate copyright law*



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## Chalk Art Sponsorship Form

**Main Street Middletown**  
**Coloring the Street**  
Saturday, April 28, 2018  
10:00 a.m. to 4:00 p.m.

Please complete this Chalk Artist Sponsorship form and return it with payment by March 15, 2018 so that you are entered our sponsor pool and can be matched with an artist. If you have any questions email Lacey Gordon at [lgordon@ci.middletown.md.us](mailto:lgordon@ci.middletown.md.us) or call 301-371-6171.

Company Name:

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Contact Name:

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Address:

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Email:

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Telephone:

Cell Phone:

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Website:

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Who is your artist (if known)?

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*Please ensure that your artist (if you have one) also completes the Chalk Artist Application*

Signature:

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*Please make \$250 check payable to: **Main Street Middletown** and submit your payment with this application to the address below.*