



Sponsorship Overview

Dear Community Partner,

Main Street Middletown, MD, Inc., a registered 501c3, is offering a limited number of Featured Artist sponsorships for one of its very popular annual events. Coloring the Street is a chalk art festival to be held in our historic downtown from 10 a.m. to 3 p.m. on Saturday, April 27th. 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!

Featured Artist sponsors can participate in a fun and incredibly unique opportunity to show off your business! Your business will be paired with local artists who will decorate an 8'x8' chalk art space. Sponsor's name and/or logo will be incorporated into the artwork. Sponsors will also be recognized with individual posts on the event Facebook page and logos and hyperlinks will appear on the event website.

If you are interested in sponsorship and would like to find your own artist, that is fine. Please provide artists name and contact information below, and ask your artist to complete the applicable application found on the event website. All artists must complete the application and submit their artwork design brief.

<https://www.mainstreetmiddletown.org/planning-your-visit/main-street-middletown-coloring-street/>

2018 Featured Artist work by David Campbell, sponsored by Shockley Honda





Featured Artist Sponsorship Details

Main Street Middletown

Coloring the Street


Saturday, April 27

10:00 a.m. to 3:00 p.m.

1. Featured Artist sponsorship is tax deductible as a charitable contribution, as Main Street Middletown is a 501c3.
2. Featured Artist sponsorship fee is \$250.
3. If you have your own artist whom you would like to sponsor, please make sure they submit a Featured Artists application found on the Coloring the Street web page.
4. See below for the art requirements set forth for Featured Artists.

Artist 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 15th, 2019** 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*



2019 Coloring the Street Featured Artist Sponsorship Application

*Saturday, April 27
10:00 a.m. to 3:00 p.m.*

Please submit application and return it with payment as soon as possible, and no later than March 31, 2019. Sponsorships are limited and will be selected on a first come first serve basis. If you have any questions email Lacey Gordon at lgordon@ci.middleton.md.us or call 301-371-6171.

Company Name:

Contact Name:

Address:

Email:

Telephone:

Cell Phone:

Website:

Who is your artist (if known)?

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

Signature:

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