



OCT 1 - 2, 2021 ★ DELL DIAMOND

Welcome to the Round Rock Chalk Walk Arts Festival:

The Round Rock Chalk Walk Arts Festival is the area's largest and most prestigious festival for arts and cultural events, drawing over 60,000 people annually to Round Rock during the first weekend in October. The Round Rock Chalk Walk Arts Festival has vendors, artists, sponsors, including chalk artists, bands, theatrical performances, foods and drinks, and children's performances. Chalk Walk adds a local economic impact of \$1.8 million dollars to our community each year. We are reaching out now to help you plan accordingly with your upcoming budgets. We would like you to become a sponsor of this great event.

The Round Rock Chalk Walk is a free festival. The goal is to provide a celebration of the arts and be crowned by its peers as one of the best festivals in the region. Chalk is the theme. Artists enter to create, with chalk pastels, a picture on the pavement in front of Dell Diamond. Drawings are created in full view of the public, who are encouraged to interact with the artists as they use their amazing talents to create beautiful "murals" before the audience's eyes.

Round Rock Chalk Walk Arts Festival will be October 1 - 2, 2021 at Dell Diamond! Dell Diamond sets the stage for growth and easier access to this wonderful family festival. The event is coordinated by the City of Round Rock Arts and Culture. The Dell Diamond location means more opportunity for our artists, families and sponsors to reach a wider audience and the convenience of state-of-the-art facility.

Sponsorships are available! Attached is a page of sponsorship opportunities for you to consider. What better way to reach 60,000 plus people with your message and support the arts at the same time!

As we continue to grow and help our local arts organizations and provide a fun-family arts atmosphere, please know that partnerships with our sponsors are vital to our success. You are truly appreciated.

Sincerely,
Scot S. Wilkinson

CITY OF ROUND ROCK ARTS & CULTURE DEPARTMENT
221 East Main Street Round Rock, Texas 78664
940-391-1928 Cell ♦ 512-671-2705 Office ♦ 512-218-7097 Fax
swilkinson@roundrocktexas.gov ♦ www.roundrocktexas.gov

EVENT SPONSOR: \$10,000

- Corporate Name on all Chalk Walk collateral
- Title designation on all the stages
- On-stage mention during the concerts
- Banner advertisement on festival website
- Logo inclusion in all advertising (email blast, print ad and posters)
- 1 Banner with company logo
- Optional Booth Space during festival if requested

MAIN STAGE SPONSOR: \$5,000

- Title designation on one of the Main Stages
- On-stage mention during the concerts
- Banner advertisement on festival website
- Logo inclusion in all advertising (email blast, print ad and posters)
- 1 Banner with company logo
- Optional Booth Space during festival if requested

KID FUN ZONE SPONSOR: \$2,500

- Naming rights to Kid fun Zone area at Dell Diamond
- Booth area with tent in Kid Zone area
- Sponsor of all Kid Fun Zone entertainers
- Logo inclusion in all print advertising
- Banner prominently placed in the Kid Fun Zone
- Optional Booth Space during festival if requested

STAGE SPONSORS/CHALK ARTIST SPONSORS: \$2,500

- Naming Rights for one the stages: (Community, RRISD) or Naming Rights for the Chalk Artist Area
- On-stage mention during the concerts
- Banner advertisement on festival website
- Logo inclusion in all advertising (email blast, print ad and posters)
- 1 Banner with company logo
- Optional Booth Space during festival if requested

CHALK WALK AREA SPONSOR: \$1,000

- Banner advertisement on festival website
- Logo inclusion in all advertising (email blast, print ad and posters)
- 1 Banner with company logo
- Optional Booth Space during festival if requested

BUSINESS VENDOR: \$500

- Sponsor posters, print/web listing and social media
- Listed on sponsor banner
- Web Listing on the City of Round Rock Arts and Culture web-site

CHALK SQUARE SPONSOR: \$250

- Sign on a chalk square as a sponsor

Flexibility is a vital part of our Corporate Sponsorship Program! We will address the promotion, advertising and marketing needs of our sponsors to achieve mutual goals. We welcome the opportunity to discuss your suggestions, and to work out the details between your staff and ours.



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2021 ROUND ROCK CHALK WALK ARTS FESTIVAL SPONSORSHIP

Yes, I would like to participate in Chalk Walk 2021!

Company: _____

Name: _____

Address: _____

City/State/Zip: _____

Phone: _____

Email: _____

- \$10,000 Event Sponsor
- \$5,000 Main Stage Sponsor
- \$2,500 Kid Fun Zone Sponsor
- \$2,500 Stage Sponsor (Community/RRISD)
- \$2,500 Chalk Walk Street Sponsor
- \$1,000 Chalk Walk Area Sponsor
- \$500 Business Vendor
- \$250 Chalk Square Sponsor
- Other Ways You Can Help?

Let us know! _____

We are just asking for your interest and commitment at this time. Sponsorships will be due in July-August 2021.

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