



Round Rock Chalk Walk Arts Festival **October 7 - 8, 2022**

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 7 - 8, 2022 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

EVENT SPONSOR: \$10,000 (1 available)

- 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 (2 available)

- 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 / 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

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.



OCT 7 - 8, 2022 ★ DELL DIAMOND

2022 ROUND ROCK CHALK WALK ARTS FESTIVAL SPONSORSHIP

Yes, I would like to participate in Chalk Walk 2022!

Company: _____

Name: _____

Address: _____

City/State/Zip: _____

Phone: _____

Email: _____

\$10,000 Event Sponsor

\$5,000 Main Stage Sponsor

\$2,500 Kid Fun Zone / Stage / Chalk Artist Sponsors

\$1,000 Chalk Walk Area Sponsor

\$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 2022.

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



Agreement:

In consideration of the opportunity to display and introduce or sell my work, products, or services to the public, I (the "Applicant"), will follow the terms outlined in this Contract, Release Form and the Round Rock Chalk Walk Arts Festival Guidelines document which I have received through a link on this page. I understand that my original application is also part of the documentation subject to the terms and conditions of this Agreement.

I acknowledge and understand that this is a rain or shine event and no refunds are available.

I further acknowledge and understand that City of Round Rock and Dell Diamond reserve the right to accept or deny any submission with or without cause.

I further agree to grant City of Round Rock permission to publish in all media my name, artwork, and location for use in marketing through press releases in print, television, and the internet. I further agree to allow the City of Round Rock to release such information to other such persons and entities as it desires.

Waiver of Liability

Neither City of Round Rock nor Dell Diamond assumes any responsibility for loss, injury, or damage to any property of an Artist/Artist Vendor/Vendor. I acknowledge and understand that by executing this Agreement electronically, I am releasing the City of Round Rock and Dell Diamond, along with their officers, employees and agents, from any and all liability resulting from any loss, injury or damage to my property. I further acknowledge and agree that City of Round Rock recommends that all Artist Vendors/Vendors carry their own personal property insurance.

Sale of Exhibit Items

The sale of any exhibited items or services at the Round Rock Chalk Walk Arts Festival is between the Artist Vendor/Vendor and the individual buyer. Neither City of Round Rock nor Dell Diamond shall in any way be responsible for the promotion of sales or the sales of exhibited items or services. I understand and acknowledge that Round Rock Chalk Walk Arts Festival reserves the right to determine the type of arts, crafts, sponsors and vendors that can be displayed during the festival.

I acknowledge and agree that I have read and understand all terms contained in this Agreement and the Round Rock Chalk Walk Arts Festival Chalk Mural Artist/Artist Vendor/Vendor Guidelines contained in the registration documents. I further acknowledge and understand that the information I provided in my Application reflects my intent as a Mural Artist/Artist Vendor/Vendor. By submitting this Agreement electronically, I agree to be bound to the terms and conditions of this Agreement and all Guidelines and registration documents. I agree to contact the City of Round Rock Arts and Culture Director in a timely manner if there are any changes required to my Application.

Signature:

Date: