



Round Rock Arts Fest and Chalk Walk October 6 - 7, 2023

Location

Dell Diamond, 3400 East Palm Valley Boulevard
Northwest Parking Area
Round Rock, Texas 78665

Contact

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Festival Website: www.chalkwalk.org

City of Round Rock Arts and Culture website: www.roundrocktexas.gov/arts

Event Summary

The Round Rock Arts Fest and Chalk Walk is the Round Rock area's largest and most prestigious festival, drawing over 60,000 people annually to this free event during the first weekend in October. Round Rock Arts Fest and Chalk Walk features hundreds of artists, vendors, sponsors, local and regional musicians, theatrical performances, foods and drinks, and a children's area. The Round Rock Arts Fest and Chalk Walk will be held at Dell Diamond in Round Rock, Texas. Round Rock Arts Fest and Chalk Walk is hosted by City of Round Rock Arts and Culture and is a showcase for a large variety of fine art, fine crafts and other vendors and provides patrons with the opportunity to meet and talk with the artists who created the work.

Festival Hours

Friday, October 6, 2023: 2:00 pm – 8:00 pm

Saturday, October 7, 2023: 9:00 am – 6:00 pm

Artist Vendors /Vendor Hours (open to the public)

Friday, October 6th: 2:00 pm - 8:00 pm

Live music performances throughout the event. All Vendors will remain present at their booths through the duration of the event until 8:00 pm.

Saturday, October 7th: 9:00 am - 6:00 pm

Activities include live music and performances. Chalking is permitted only in designated areas. Artist Vendors/Vendors will **not** tear down/strike until the conclusion of the event at 6:00 pm. No vehicles/trailers will be allowed on festival grounds.



Festival Theme: Bees. The City of Round Rock is designated as a “Bee City USA.” We are asking everyone to display a bee in their booths, art murals or performance during the festival.

Load-in for all Artist Vendors/Vendors (Load in hours are strictly enforced.)

Friday, October 6: 10:00 am to 1:30 pm - *Open for business by 2:00 pm*

Saturday, October 7: *All Vendors will be open for business by 9:00 am.*

Vendors are required to stay for the duration of the festival –both days -- as well as setup and breakdown within the allotted times. Early pack-up is not permitted.

Layout and Location

All Vendors will be located under tents and on pavement (excluding food trucks/trailers/booths) at the Northwest Parking area at Dell Diamond. Each big tent will have 10 vendors divided evenly in 10’ x 10’ spots. **No tables and no chairs will be provided.** Booths are to be decorated and professionally displayed for visitors during the festival. Don’t forget to put a bee somewhere in your booth to participate in our Bee City USA theme!

Definitions:

Chalk Mural Artists are people that are wanting to draw with chalk an 8’x8’ picture on the pavement. Your entry will be entered into the competition.

Vendors, spanning an assortment of sectors, will be selling product and/or marketing their organization, and they include: *(there may be more than one type of similar products/vendors)*

- **Vendors** are for Artists selling art (ceramics, fiber, glass, jewelry, metal, sculpture, garden art, painting, drawing, 2D mixed media, photography...).
- **Non-Profit Organizations** must be able to show their IRS tax exempt status and their sales tax identification number.
- **Business/Commercial Booths** are considered to be any type businesses selling or promoting products with all types of crafts for the senses (handmade products, candles, soaps, fibers, embroidery, wearables, leather, clothes, scarves, hats, bags, belts, shoes, furniture...).

Jury and Selection Process

There are approximately 120 Vendors booths available at the Round Rock Arts Fest and Chalk Walk. These potential slots will be determined through a jury process from the application you submit. We are looking for creative, interesting, and original types of products and booths.

Fees

Chalk Mural Artists: (wanting to draw an 8’ x 8’ chalk mural): \$10

Vendor Booths: (artists wanting to sell items at the festival under a tented booth): \$50

Non-Profit Organization: (wanting to promote a non-profit (must provide activity): \$0

Business/Commercial Vendors: (Business or Commercial Vendors selling or promoting): \$100

No refund and no cancellations.

This is this is a rain or shine event. The fee must be paid through the website www.chalkwalk.org. All Artist Vendors/Vendors booth fees are due upon submission of entry into Round Rock Arts Fest and Chalk Walk.

Notification

An official email will arrive to your email address provided from Round Rock Arts Fest and Chalk Walk Director upon completion of submitted entry. This email will tell all Artist and Vendors of their acceptance or denial into the festival.

Electricity Provided

Electricity is provided for all booths and areas. Those needing electricity must provide certified extension cords and ensure that appropriate safety methods are utilized to prevent festival goers and those manning the booth from tripping on power cords. Only 110 amp is available. Generators are not permitted (portable battery powered silent units are allowed). The vendor tents are illuminated with general lighting.

Cancellations

No refunds and no cancellations for any reason.

Amenities

Covered tented areas with illumination for all Artist Vendors/Vendors during the festival
Easy-In/Easy-Out for Artist Vendors/Performers/Chalk Mural Artists at Dell Diamond
Food and Drink Booth area available throughout the day for purchase
Event Guide with map, Artists' names and booth locations
No Wi-Fi Available – please bring your own hot spots
24-Hour Security and Round Rock Police Department
Free Admission and Free Parking to all participating

Rules and Regulations

The following policies and rules have been established by Round Rock Arts Fest and Chalk Walk to ensure the quality and integrity of the show. Round Rock Arts Fest and Chalk Walk, City of Round Rock and Dell Diamond considers its enforcement of these rules our exclusive right and responsibility.

Application Information and Process

- Exhibition in previous festivals does not guarantee acceptance.
- Vendors may only exhibit and sell the type of works that have been described in their application.
- Please provide accurate contact information. If you are not the one setting up this booth, please give us the name, email address, and cell phone number of the person who is setting up so we can ensure that the Vendors receives important information.
- Double booths are limited and will be available on a first-come, first-served basis. Additional fees will be applied.
- Booth sharing is allowed. Vendors may share booths but must be approved through the application process.
- No political campaigning at the event, this includes booths, chalk squares murals and performance areas.
- Submitted application and signature on the Artist and Vendor Agreement (for those invited) confirms acceptance that noncompliance can result in expulsion from the current Round Rock Arts Fest and Chalk Walk and ineligibility to exhibit for a period of at least two (2) years. If an Artist or Vendor is removed from the show for noncompliance of the rules, no booth fee refund or compensation will be made.
- It is the work/product of the Artist or Vendor that is juried; therefore, any change will require approval from the City of Round Rock Arts and Culture Director before the show. The jury committee or festival staff reserves the right to refuse exhibition of work that is not consistent with submitted application.
- City of Round Rock and Dell Diamond reserve the right to ask that inappropriate materials, signage, and activities be removed from any booth space.

- Round Rock Arts Fest and Chalk Walk is a family friendly event. Ensure that all items for sale, exhibits, signage, visuals and performances are appropriate for a family centered event.
- All Artists, Vendors and Performers are expected to leave a clean space after teardown. Please remove all trash located in your assigned area by throwing away trash in designated containers.
- City of Round Rock and Dell Diamond are not responsible for any loss or damage of items contained or associated with your business or paid booth space prior to, during, or after the event. You are responsible for any damage to exhibit grounds caused by actions of those manning your booth.

Prohibited substances and activities

- No Chalk and chalk products (chalk is sold during the festival and can be used only in designated areas).
- No Face Painting/Balloon Twisting.
- No Silly string or Confetti in any form, including cascarones eggs.
- No water balloons.
- No fireworks of any kind.
- No political campaigning at the event, this includes booths and chalk squares murals.
- No handing out literature beyond your booth space.
- No food or drink items to be sold by Vendors, Non-Profits, and Business/Commercial Booths.
- Vendors and Performers may bring your own water bottles.
- No Unwrapped and homemade food is allowed due to Department of Health requirements.
- Pets and Service Dogs may not be part of a booth unless other animals have been preapproved as part of the booth's function, such as petting zoos. All service dogs must be on leashes or some other form of restraint. All waste material and other related refuse associated with these animals must be cleaned up and disposed of regularly for the health and safety of all festival goers.
- Smoking and tobacco use is prohibited in vendor booths and all festival grounds.
- Amplified or acoustical sound and music may not be broadcast from booths if the sound level interferes with the business conducted in neighboring booths or the music provided by the festival planners.
- Foods and Alcohol may not be brought into Dell Diamond or taken outside of festival grounds.
- All City of Round Rock and Dell Diamond rules, regulations and amenities will be enforced.

Fire Marshall

The Fire Marshall will walk the festival grounds at Dell Diamond and inspect all Artists, Vendors and Performance areas of the festival. The Fire Marshall will look for fire extinguishers and no smoking signs (if appropriate) and clear pathways. The Fire Marshall also looks for appropriate electrical cords (secured to the ground, correct gauge, etc.). Please always follow parking and fire lane rules (even when unloading/loading).

Chalk Mural Artists Work and Designs

Be aware of the Artists' mural works on the street around Dell Diamond. If your staff member or volunteer ruins Artists' works, you may be asked to leave the festival and pay for damages.

General Information

- Artists, Vendors and Performers must comply with all safety requirements and vehicles must be parked only in designated areas. Noncompliance will result in your ineligibility to participate in future festivals.
- There may be more than one (1) Vendor of the same product or products.
- Participating Artists and Vendors will be responsible for collecting and paying current Texas sales tax on all sales made during the show and report them as being sold in Round Rock, Texas.
- Artists and Vendors are responsible for proper insurance and protection of work and set-up. The City of Round Rock and Dell Diamond will not be responsible for damage to work or set-up for any reason (including Acts of God).
- If the City of Round Rock or Dell Diamond is required for reasons beyond its control to postpone, shorten or cancel the Round Rock Arts Fest and Chalk Walk, no Vendors shall have any right or claim for any damages whether direct, indirect or consequential, or any other kind, arising or alleged to arise by reason of postponement or cancellation of the event.
- No refunds or preferred treatment can be made for inclement weather or any other causes not in the control of the City of Round Rock or Dell Diamond.

Vendor Booth Information and Check-in

- A picture ID is required at check-in for those are accepted as vendors. Vendors may not set-up or have their booth set-up until they have provided proof of their presence.
- Vendors must be on-site during all open hours of the entire Round Rock Arts Fest and Chalk Walk.
- Vendors are provided with approximately a 10' x 10' space under a tented area. These Vendor tents are placed on pavement.
- No tables and no chairs provided.
- Booth assignments are made at the discretion of the City of Round Rock Arts and Culture Director.
- Check-in begins on Friday, October 6th: 9:00 am to 1:30 pm. Open for business on Friday by 2:00 pm. Last minute setup/emergencies occur on Saturday, October 7th: 8:00 am to 8:30 am. Open for business on Saturday by 9:00 am.
- Vendors must park and unload from the parking lot and carry in items to booth area. No vehicles may park and unload in fire lanes or festival area. Vendors need to move vehicles to designated parking areas. If additional Saturday morning setup is required, the setup must be finished by 8:30 am.
- Vendors must stay within the perimeters of the assigned booth and avoid interference with other booth spaces.
- We are unable to move your space once the location has been assigned.
- Bring wheeled carts for load in/out. None are available otherwise.
- Do not move event boundaries (sawhorses, fencing, tape, etc.) without Event Staff assistance. Vendors, Chalk Mural Artists and Performers may be asked to leave the festival if boundaries are moved, and fees will not be refunded.
- No popup canvas tents under the tent provided due to fire hazards.
- All Vendors must provide its own certified extension cords, equipment, hanging systems and staffing and meet all safety requirements.
- The vendor tents are illuminated with general lighting.
- All Vendors are responsible for assuring safety and security in and around your booth in a manner that minimizes risk, injury, or hazards to you or the public.
- Booth space should be clean, neat, and presentable during and after the event.
- All stock, boxes, and personal items will be kept out of sight.

Parking

All vehicles must be parked in the designated parking lot at Dell Diamond. All RV's, unhitched trailers or Vendor and Performer vehicles of all kind must be parked in designated areas. For more parking details go to: <https://www.milb.com/round-rock/ballpark/directions-and-parking>

Tear Down/Strike

Tear Down/Strike is on Saturday, October 7th starting at 6:00 pm.

Clean up includes removing all items, chalk, tape, paper, garbage, blocks, rocks, food, bottles etc. In other words, leave the space in the condition in which you received it. Please check out with Artist/Vendor coordinator before leaving. If you leave early or do not follow festival rules, you will not be welcome to apply for future shows.

Safety

There will be a first aid station at the festival. Location will be provided on the day of the event. All Vendors are encouraged to be safe and exhibit a positive and family friendly attitude. Any safety issues should be reported to a festival director. Please wear comfortable clothing and good shoes for your protection and convenience.

Requirements Specific to Non-Profits

Non-Profits must provide information about a specific type of activity for attendees within your booth space. It is expected that Non-Profits will provide the stated activity as your application was approved based on the activity.

Indemnification

All Mural Artists, Vendors, Non-profits, Performers and participants must sign an indemnification clause. The City of Round Rock and Dell Diamond is not responsible for any injuries. The City of Round Rock and Dell Diamond are not responsible for lost, damaged, or stolen property.

Rain or Shine Event

The Round Rock Arts Fest and Chalk Walk at Dell Diamond is a rain or shine event. No refunds or cancellations. All sales final.

Contacts

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Chalk Mural Artists

Chalk Mural Artists Requirements

All Chalk Mural Artists must design a chalk art mural that fits in a 8' x 8' space. This design must be created during official festival times. We are asking artist to include a bee somewhere within their mural, as part of our "Bee City USA" designation and festival theme.

Check-in

Mandatory Artist Check in will be Thursday, October 5th from 5:00 pm to 7:00 pm in the Dell Diamond Parking lot at the check in booth.

Items you will receive

- 48-Color Set of Pastels
- Your Pre-Assigned Chalk Square Location #
- Chalk Walk T-Shirt: Size required:

Chalk Square Signage and Identification

We ask artists to please design their own 8 ½ x 11 sign that includes their name (or group name/school) and title of the artwork, so that visitors -- and the contest judges – can easily identify the artists/artwork. This sign may also include a QR code or website address to learn more about the artists. This sign can be taped below the chalk square.

Items you may want to bring

Knee pads/ towel or something to kneel on; Cardboard—to put underneath your knees so you don't smear your chalk painting while painting/moving around; Sunblock; hand wipes; Hand Sanitizer; Water; Snacks; Hat/Sun Visor; Sunglasses; Your Artist portfolio (to show off); A folding chair—when you just want to relax; Extra chalk (Always a good Idea to have a few extra sticks of Black & White chalk or any prominent colors); Chalk Line—to grid the pavement; Photo reference print of your painting (grid it); Broom—to sweep any debris away from your square before you begin to grid & paint; Tarp/Tape (in case of rain); Parking Lot area/spots may have cracks and dips

Schedule of Events

Thursday, October 5th, 5:00 pm – 7:00 pm

Mandatory Artist Check-in at the Dell Diamond parking lot. Look for the Artist check in booth. Artists will receive their chalk, the location of their square, and other information. You may begin your drawing at your assigned area that evening.

Friday, October 6th, 7:00 am – 8:00 pm: Artists can work on their street paintings.

Saturday, October 7th, 7:00 am - 4:00 pm: Artists can work on their street paintings

Saturday, October 7th, 4:00 pm - 5:30 pm: Judging of artwork murals begin

Saturday, October 7th, 6:00 pm: Awards Ceremony for winners at the Main Stage area

Chalk Mural Artist FAQ's:

Theme: Bees. The City of Round Rock is designated as a “Bee City USA”. We are asking everyone to display a bee in their art murals. This could be one little bee or many bees. <https://beecityusa.org/>

Can I use Spray-Chalk? No. Artists may only use pastel sticks to draw from

Can I use a large printed template or “mask” to trace my artwork onto the street? No. To maintain the integrity of the festival, artists may not bring in masks to trace their work. Any Artist using a mask will be disqualified from judging. The fun of the festival is to see artwork drawn by hand. However, Artists may use hand-drawn chalk-grids, chalk-lines, etc.

Can I use large chalk sticks? Yes. Large chalk sticks (aka. Jumbo Street Pastels) are approved. These are great for covering large areas.

Do I need to fill the ENTIRE 8' X 8' SQUARE with my street artwork? No. You will be assigned a 8' x 8' chalk square area but it is up to you on the size. But, murals looks best when the entire area is used.

If I cannot check in on Thursday, October 5th, will there be a late check in? No. Because the event is growing in size, it is important that all Artists check in on Thursday, October 5th from 5:00 pm -7:00 pm. If you cannot check in at that time, you will need to send someone to check in for you.

Can I work with a team of Artists? Yes. Just remember to register in the category that fits the age of the oldest Artist on your team. (i.e. if a high school student is working with an adult, then they should enter in the “Adult Artist” category)

What are the prizes this year?

Best of Show: \$1500, Winning Murals: 2nd Place: \$750, 3rd Place: \$500

Festival Ribbons awarded to:

Most Creative, Best Representation of Round Rock, Best Animal, Best Figure, Best Copy of a Famous Masterpiece, Best Elementary School, Best Middle School, Best High School, Best Bee-Related Artwork, and Best Optical Illusion Artwork.

What if it rains?

If there is rain, please bring a plastic tarp with tape to cover your art work. No there is no guarantee your art work will be safe during a rain event.

Rain or Shine Event:

The Round Rock Arts Fest and Chalk Walk is a rain or shine event. No refunds or cancellations.

Can I bring my portfolio to show off? Yes. Artists who have portfolios or business cards are encouraged to bring them to the event. It can be a time to network, meet new fans, and show off your talent! If you have a portfolio, you may set it down near your chalk square and let people look through it!

Miscellaneous: No standing umbrellas/ tents are allowed at the chalk walk, as the shadows create distracting shadows over the artwork, and it makes it difficult for the festival attendees to see the artwork. Please stay safe and drink plenty of liquids.

If you have any questions, please email Nancy nancy@cordovanartschool.com or at the Cordovan Art School (512) 275-4040.



SPONSORSHIPS

TOP SPONSOR: \$50,000 (1 available)

- Corporate Name on all Round Rock Arts Fest and Chalk Walk collateral and website
- Title designation on all the stages
- On-stage mentions during the concerts on all 4 stages
- Banner advertisement on festival website
- Logo inclusion in all advertising (email blast, print ad and posters)
- Multiple Banners with company logo
- Booth Space during festival if requested

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

STAGE SPONSOR: \$5,000 (4 available)

- Title designation on one of the 4 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 or Naming Rights for the Chalk Mural 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

ROUND ROCK ARTS FEST AND 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.