



Chalk the Bay Art & Music Festival Artist Sponsorships

Support the Arts. Promote Your Business.

The **Chalk the Bay Art & Music Festival** is a free, family-friendly community event that transforms Coachman Park's waterfront into a vibrant outdoor art gallery featuring professional chalk artists from across the U.S., large-scale murals, live music, interactive art activities, food trucks, arts & craft vendors and entertainment throughout the weekend of January 16-17, 2027.

With an estimated **6,000 attendees** over the course of the festival, sponsorship provides an affordable opportunity to showcase your business while supporting local artists and a beloved community event.

Why Sponsor?

- Business exposure to thousands of festival attendees throughout the entire two-day event.
 - Have your business name featured in hundreds of attendee photos and social media posts shared throughout the festival weekend.
- Demonstrate your support for arts and culture in our community.
- Help provide opportunities for professional and emerging artists.

\$5,000 – Beer Garden Sponsor

Become the presenting sponsor of the festival Beer Garden and receive prominent visibility throughout this popular gathering space.

Sponsor Benefits:

- Naming and branding rights within the Beer Garden area

- Company logo featured on Beer Garden signage
- Opportunity to distribute promotional items (cup sleeves, koozies, branded materials, etc.) within the Beer Garden
- One (1) 3D Chalk Art Sponsorship
- One (1) 2D Chalk Art Sponsorship
- Company logo featured on Color Run participant shirts
- Recognition on the festival webpage
- Inclusion in Chalk the Bay social media and promotional materials

\$4,000 – Artist Awards Dinner Sponsor

Support the festival's Artist Awards Dinner, where participating artists, sponsors, and community members gather to celebrate the event and recognize outstanding artwork.

Your sponsorship helps fund:

- Artist Awards Dinner catering and hospitality
- Trophies and awards for 5–10 award categories (TBD)
- Cash prize for Best in Show
- Venue rental and event expenses

Sponsor Benefits:

- One (1) 3D Chalk Art Sponsorship
- Company logo featured on Color Run participant shirts
- Recognition on the festival website
- Inclusion in Chalk the Bay social media and promotional materials
- Recognition during the Artist Awards Dinner

In-Kind Opportunity: Restaurants interested in donating catering services for the Artist Awards Dinner please contact Amber Brice at amber.brice@myclearwater.com.

\$2,500 – Kids Zone Sponsor

Help create a memorable experience for families by sponsoring the festival's Kids Zone.

Your sponsorship helps fund:

- Petting zoo attractions
- Children's chalking area
- Family-friendly performers and entertainment

Sponsor Benefits:

- One (1) 2D Chalk Art Sponsorship
- Company logo featured on Color Run participant shirts
- Recognition on the festival website
- Inclusion in Chalk the Bay social media and promotional materials
- Recognition as the official Kids Zone Sponsor

Festival Impact

By sponsoring the festival, you are helping:

- Bring professional artists to our community
- Provide free arts experiences for residents and visitors
- Support public art initiatives
- Help create a vibrant and welcoming downtown community event

Your sponsorship directly contributes to making this event possible while providing meaningful exposure for your business.

For sponsorship information or to reserve your sponsorship, please contact:

amber.brice@myclearwater.com

2D Sponsorship Examples:



3D Sponsorship Examples

