

# SPONSORSHIP PACKET

Chalk the Block (CTB) was founded in 2008 as a one-day sidewalk chalk art competition with twelve participating artists. Since that time, the event has grown to be the largest public arts festival in the region! With overwhelming support from private and public partners, local and touring artists, and audiences from both sides of the border, the event has expanded into a three-day celebration of art, color, and community.

Over 45,000 people visit the event each year which is located in the El Paso Downtown Arts District. More than 200 local and touring artists from all disciplines participate at CTB creating a fun, immersive, and diverse environment for people of all ages to enjoy.

***The event features; temporary interactive art installations, live performances, a sidewalk chalk art competition, art and food vendors, and access to hands-on activities and exhibits at our sister institutions the El Paso Museum of Art, El Paso Museum of History and the Mexican American Cultural Center***

**October 11, 12, 13 2024**



# EVENT HIGHLIGHT

## Event Goals - Artistic Engagement

Provide opportunities for local artists, musicians, entertainers and artisans to engage with their community

## Event Goals - Economic Development

Local artist, artisans, and food truck vendors earn half a million in revenue through this event.

Local Economy Impact - \$1.2 M driver to El Paso economy

## Event Timeline

### EVENT SPONSORSHIP PROPOSALS

Welcome until September 2024

Corporate and Public Sponsorship Search

### EVENT COORDINATION

Begins November 2023

Permits, Installation Search, Contract Execution, Marketing Campaign

### CHALK THE BLOCK 2024

October 11th - 13th, 2024

Official event launches on Friday, October 11 with an average of 50,000 people in attendance.







# ARTISTS FROM ACROSS THE WORLD





# NATIONAL RECOGNITION



Forbes



Austin American-Statesman

HYPERALLERGIC

billboard

artnet<sup>®</sup>  
news



The New York Times

TED



Star-Telegram

CHICAGO  
SUN\*TIMES

BBC  
WORLD  
NEWS

dwel

RollingStone



The  
Architect's  
Newspaper

Glasstire  
(Texas visual art)

HUFFPOST

SA  
Express-News

HoustonPress

TEXAS  
HIGHWAYS

designboom

The  
Dallas  
Morning  
News

The  
Guardian

Texas  
Monthly

NATIONAL  
ENQUIRER



## TITLE SPONSOR

- ✦ Naming rights
- ✦ Full-page event ads
- ✦ Weekly Facebook and Instagram posts on program page
- ✦ Logo on all promotional print ads
- ✦ Product exclusivity
- ✦ Web Banner (TBD)
- ✦ 2+ Billboards on I-10 (1 month)
- ✦ Company Information tent (optional)
- ✦ Radio buys
- ✦ Onstage verbal company recognition from staff
- ✦ Sponsorship listed on all press releases
- ✦ Website placement (CTB Website)

**CHALK THE BLOCK SPONSORSHIP PACKAGE**

## ARTIST INSTALLATION SPONSOR \$25,000

- ✦ Naming Rights, Social Media
- ✦ Company name on all marketing products
- ✦ Product placement *\*multiple available*

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## MUSIC STAGE SPONSOR \$15,000

- ✦ Naming Rights
- ✦ Product placement opportunities
- ✦ Company name on all marketing products

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## FOOD COURT SPONSOR \$7,500

- ✦ Naming Rights
- ✦ Product placement opportunities
- ✦ Company name on all marketing products
- ✦ 10 by 10 booth space



## CHALK THE BLOCK SPONSORSHIP PACKAGE



## CHALK ARTIST AWARD SPONSOR

**\$10,000**

*Award categories include:*



Showcase Artists  
Emerging Artists  
Student Artists



## CHALK ART AREA SPONSOR

*Two Available*



Showcase Artists  
**\$10,000**



Emerging Artists and  
Student Artists  
**\$10,000**



## TENT AT EVENT

**\$5,000**



Access to promote your  
business at the event







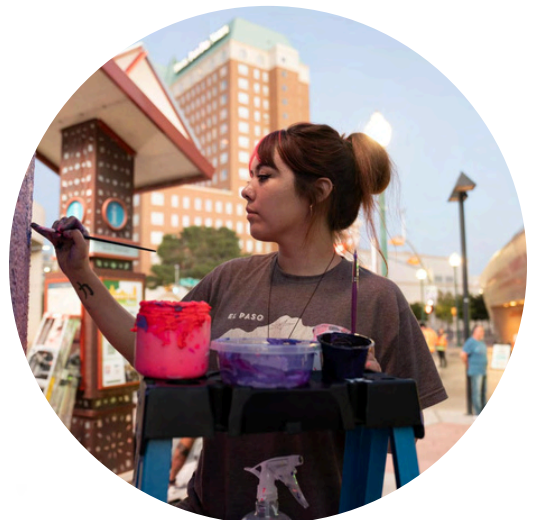
# EVENT OPPORTUNITIES

## ✦ In-Kind Sponsorship

- Food & Beverage
- Signage, T-shirts & Printing
- Lodging
- Equipment rental
- Art Supplies
- Performances

## ✦ Media Partnerships

## ✦ Corporate and Civic Volunteers





**SPONSORSHIP AND EVENT INQUIRIES**  
**PLEASE CONTACT:**

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Museum and Cultural Affairs  
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