



## Downtown Yakima Chalk Art Festival Sponsorship Package

Grow your business and brand with the Downtown Association of Yakima (DAY) by sponsoring one of their events. Maximize your marketing dollars through effective avenues such as on-site signage, stage mentions, and event promotional materials on social media, digital and hard copy, and traditional media (radio, television, print, etc.). Demonstrating your commitment to the community is always beneficial in the long run, and sponsoring an event can help you build relationships with local media outlets, leading to further promotional partnerships and greater name recognition. DAY, a 501-C-3 non-profit, offers corresponding charitable tax benefits and is an established community organization recognized for its commitment to downtown revitalization, boasting a strong volunteer base.

### Event Details

- Saturday October 12th
- 10:00 am - 3:00 pm
- Takes place at Performance Park in Downtown Yakima
- The draw of 1,700 to 2,000 people
- Targets community-wide audience, including families and artists

### Event Description

In 2024, the Downtown Yakima Chalk Art Festival will take place and it promises to be an exciting annual event. The festival will feature a Carnival themed Chalk Art Festival that will be held on the streets of Downtown Yakima. More than 20 skilled artists are set to participate, drawing to the theme and showcasing their talents. Along with the artists, there will be live music from various bands and artists, as well as a Halloween costume contest and other fun activities to enjoy. The community is invited to participate as free chalk will be distributed, and a special section of the street will be reserved for kids and community members to draw. This is an event that you do not want to miss, as it promises to be a fun-filled and creative experience!

## Sponsorship Levels

- **Event Sponsorship - \$5,000**

- Logo on print and digital pre-festival marketing and event banner
- 10' x 10' booth reserved for festival brand activation
- Recognition in social media announcements
- Logo on onsite signage
- Stage announcement during festival
- Opportunity to include flyer in artist welcome bags and Information Tent
- Logo on website and social media

- **Artist Sponsorship- \$1,000**

- Sponsorship of ALL of the 20+ chalk artists
- Logo on artists' clipboard at event
- Logo on event website
- Brand Recognition on Social Media and Artist Welcome Bags
- Opportunity to include flyer in artist welcome bags and Information Tent

- **Hospitality Sponsorship - \$600**

- Logo and Brand exclusively on banner at The Hospitality Booth
- Logo included on the website, event posters
- Opportunity to include flyer in artist welcome bags and Information Tent
- Stage announcement during festival

- **Kids Tent Sponsorship - #400**

- Recognition in social media announcements
- Logo on banner at kids tent
- Logo on festival website, posters
- Stage announcement during festival



**The event is produced by the Downtown Association of Yakima, a 501 (c) 3, making sponsorship dollars are tax deductible.**

Contact:

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