



Downtown Yakima Chalk Art Festival Sponsorship Package

Sponsoring an event with the Downtown Association of Yakima (DAY) is a great way to grow your business and its brand. Your marketing dollars are maximized through a variety of effective avenues: on-site signage and stage mention, event promotional materials on social media, digital and hard copy, and traditional media (radio, television print, etc.). Additionally, sponsoring an event is a great way to demonstrate your commitment to the community. which is always beneficial in the long run. Sponsoring an event is a great way to build relationships with local media outlets, which can lead to further promotional partnerships and greater name recognition. DAY is a 501-C-3 non-profit with corresponding charitable tax benefits. Further, it is an established community organization recognized for its commitment to downtown revitalization and possessing a strong volunteer base.

Event Details

- Saturday October 14th
- 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

The Downtown Yakima Chalk Art Festival is a highly anticipated annual event that is set to take place in 2023. As part of the festival, the streets of Downtown Yakima will be closed down to make way for a Carnival themed Chalk Art Festival. Over 20 skilled artists will participate, drawing to the theme and showcasing their talents. The festival will also feature live music from various bands and artists, a Halloween costume contest, and other fun activities. Free chalk will be distributed to the community, and a special section of the street will be reserved for kids and community members to draw as well. Don't miss out on the fun and creativity of this exciting event!

Sponsorship Levels

<ul style="list-style-type: none">● Event Sponsorship - \$5,000<ul style="list-style-type: none">○ 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
<ul style="list-style-type: none">● Hospitality Sponsorship - \$3,000<ul style="list-style-type: none">○ 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
<ul style="list-style-type: none">● Kids Tent Sponsorship - \$1,500<ul style="list-style-type: none">○ Recognition in social media announcements○ Logo on banner at kids tent○ Logo on festival website, posters○ Stage announcement during festival
<ul style="list-style-type: none">● Selfie Tent Sponsorship - 1,000<ul style="list-style-type: none">○ 10 X10 Booth will have banner featuring sponsor logo○ Sponsor has opportunity to help with creative design of booth○ Mentions from the stage to drive traffic○ Logo on website, posters and social media
<ul style="list-style-type: none">● Artist Sponsorship- \$100<ul style="list-style-type: none">○ Sponsorship of one of the 20+ chalk artists○ Logo on your artists' clapboard at event○ Logo on event website○ Brand Recognition on Social Media○ Opportunity to include flyer in artist welcome bags and Information Tent



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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