

Introducing
Portland's next
extraordinary
community
event!

PDX

CHALK

ART

FESTIVAL

A BENEFIT FOR
TUCKER MAXON
SCHOOL



NW Glisan St.

PNCA

NW Park Ave.

PDX
CHALK ART
FESTIVAL

NW 8th Ave.

NW Flanders St.

ART
IN THE
PEARL

IN PARTNERSHIP
WITH ART IN THE
PEARL



LABOR DAY
WEEKEND
SEPTEMBER 5-7
2020



ABOUT TUCKER MAXON SCHOOL



Since 1947, Tucker Maxon has taught children with hearing loss to listen and talk. Tucker Maxon is a unique nonprofit school where children who are deaf and typically hearing learn together. It is the only organization in Oregon to offer audiology, speech therapy and deaf education under one roof.

OUR MISSION

Tucker Maxon School teaches deaf and hearing children to listen, talk, learn, and achieve academic excellence together.

OUR GOAL

Tucker Maxon's goal is to help every child reach their full potential in school and in life.

TO LEARN MORE

www.tuckermaxon.org





OVERVIEW

What: PDX Chalk Art Festival to benefit Tucker Maxon School

When: Labor Day weekend, September 5–7, 2020, 10 AM to 6 PM

Where: North Park Blocks between NW Flanders and Glisan, and Park and 8th between Art in the Pearl and PNCA



EVENT FEATURES

- 3 days of live art and family fun
- 80 local and national artists
- A music and performance stage
- Food and beverage carts
- Anticipated attendance: 60,000 over 3 days*

The PDX Chalk Art Festival is the first ever street painting event in the city of Portland. It will be an immersive artistic experience, transforming the North Park Blocks of the City into a colorful, interactive, ephemeral art installation over Labor Day weekend 2020. The festival will occur alongside Portland's premier art fair, Art in the Pearl. It will benefit the nonprofit Tucker Maxon School. The 3-day festival will be free and open to the public.

The public will see art being made right before their eyes in large murals on the street. There will be music, a family-friendly kids' zone, food carts, with the focus on creativity and breathtaking works of art. The PDX Chalk Art Festival will honor the diversity, equity, and inclusion that is a hallmark of our community. At least 10% of the festival's artists will be from communities of color or disability.

THANK YOU TO THE ARTISTS AND PHOTOGRAPHERS FEATURED HERE:

Atmosphere Droneworks, Sharyn Chan, Carrie Taylor Dziabczenko, Sarah Florez, Cynthia Kostyllo, Cecelia Lynayo, Zach Queen, Cheryl Renshaw, Wayne Renshaw, and especially Raziah Roushan.

** Art Fair SourceBook estimates Art in the Pearl attendance at 80,000 per year.*



2019 SUPPORT



Advanced Bionics



Lauka McGuire, P.C.
CERTIFIED PUBLIC ACCOUNTANTS

The Fogg Family

Bill & Deborah Hedges

Dr. Sharon Higgins

Dr. Tim Hullar & Enjae Jung

The Isaak Family

Rich & Jean Josephson

Rob & Sondra Schanbacher

Arlene Schnitzer



JD **FULWILER** &
COMPANY INSURANCE





MAJOR SPONSORS

PRESENTING SPONSOR (\$35,000)

ONLY 1 AVAILABLE

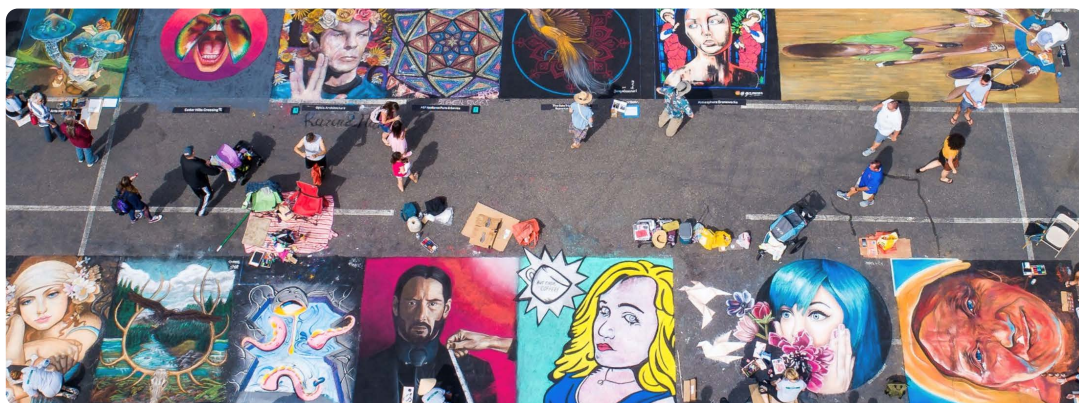
Recognition as presenting sponsor in all media, advertising and promotional materials

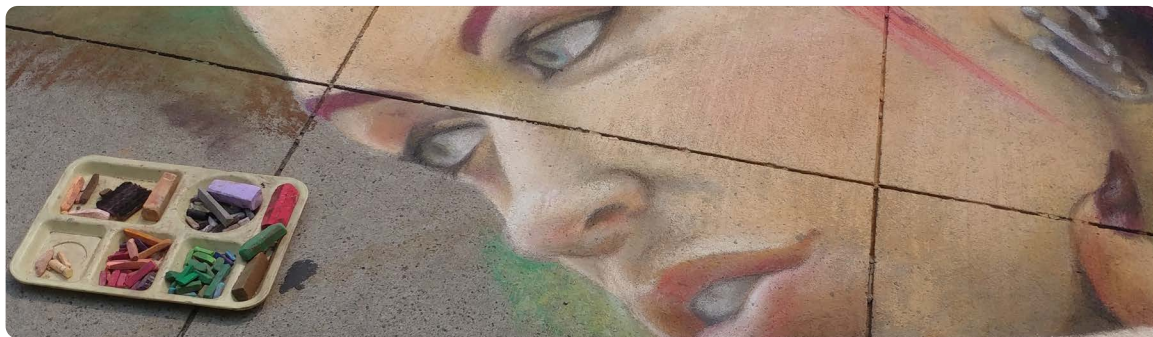
AT FESTIVAL SITE

- “Presented by” your company on all signage
- Naming rights to the VIP tent
- Your logo on 4 entrance signs
- Logo next to the festival’s featured 20 x 30 mural by 3 professional chalk artists
- Opportunity to consult with the artists on mural design
- 20 VIP tent passes (free food, beverages)
- 10 complimentary Kids’ Zone art squares for your employees and clients
- 10 complimentary VIP parking passes
- Booth space at the festival if desired
- Prominent banner signage in Park Blocks

MARKETING AND ADVERTISING

- “Presented by” your company on all marketing and advertising
- Name on festival program cover
- Logo on 1,000 promotional posters
- Logo in all marketing and advertising
- Promotional event at your company with a professional artist if desired
- Marquee placement in all event social media
- Logo and link on our website for one year
- Team-building volunteer opportunities for your employees





PLATINUM SPONSOR (\$25,000)

2 AVAILABLE, 1 TAKEN

AT FESTIVAL SITE

- Top billing after presenting sponsor
- Naming rights to the artist tent
- Logo on 4 entrance signs
- Logo included next to a 10 x 10 mural chalked by a professional artist
- 10 VIP tent passes (free food, beverages)
- 5 complimentary Kids' Zone art squares for your employees and clients
- 5 complimentary VIP parking passes
- Booth space at the festival if desired
- Prominent banner signage in Park Blocks

MARKETING AND ADVERTISING

- Logo on festival program inside cover
- Logo on 1,000 promotional posters
- Logo in all marketing and advertising
- Promotional event at your company with a professional artist if desired
- Marquee placement in all event social media
- Logo and link on our website for one year
- Team-building volunteer opportunities for your employees





MAIN STAGE SPONSOR (\$20,000)

1 AVAILABLE

AT FESTIVAL SITE

- Naming rights to the Music Main Stage
- Logo next to a 10 x 10 chalked mural by a professional artist
- Logo on 4 entrance signs
- 10 VIP tent passes (free food, beverages)
- 5 complimentary Kids' Zone art squares for your employees and clients
- 3 complimentary VIP parking passes
- Booth space at the festival next to stage
- Prominent banner signage in Park Blocks

MARKETING AND ADVERTISING

- Logo on festival program inside cover
- Logo on 1,000 promotional posters
- Logo in all marketing and advertising
- Marquee placement on all social media for event
- Logo and link on website for one year
- Team-building volunteer opportunities for your employees





YOUNG ARTIST APPRENTICE SPONSOR (\$15,000)

1 AVAILABLE

PDX Chalk Art Festival includes a high school art component that showcases young talent in an area called the Young Artist Apprentice. Participating in the Young Artist Apprenticeship gives local high school students a chance to showcase their work alongside more than 80 artists from across the U.S. and gives the Portland community a chance to appreciate and cultivate our young talent!

Student winners will have the opportunity to work under the tutelage of an artist mentor, have their work photographed and highlighted in the media, and can attend VIP events along with other emerging and professional artists in our city.

AT FESTIVAL SITE

- Large individual logo signage
- Logo next to a 10 x 10 mural chalked by the apprentice student
- Booth space at the festival if desired
- Prominent banner signage in Park Blocks
- 10 VIP tent passes (free food, beverage)
- 5 complimentary Kids' Zone art squares for your employees and clients
- 2 complimentary parking passes

MARKETING AND ADVERTISING

- Logo on festival program inside cover
- Logo on 1,000 promotional posters
- Logo in all marketing and advertising
- Logo and link on website
- Marquee placement on event social media
- Opportunity to judge entries and select the winning students that will participate in this year's Apprentice program.
- Team-building volunteer opportunities for your employees





KIDS' ZONE SPONSOR (\$10,000)

1 AVAILABLE

AT FESTIVAL SITE

- Naming rights to the Kids' Zone and Kids' Hands-on Art area
- Logo next to a 10 x 10 mural chalked by a professional artist
- Booth space at the festival if desired
- Prominent banner signage in the Park Blocks
- 10 VIP tent passes (free food, beverages)
- 5 complimentary Kids' Zone art squares for your employees and clients
- 2 complimentary parking passes

MARKETING AND ADVERTISING

- Logo on festival program inside cover
- Logo on 1,000 promotional posters
- Logo and link on website for one year
- Marquee placement on all social media for event
- Team-building volunteer opportunities for your employees





ENTRANCE SPONSOR (\$5,000)

4 AVAILABLE

AT FESTIVAL SITE

- Naming rights to one entrance and welcome booth
- Logo included in an 8 x 8 mural chalked by a professional artist
- 3 complimentary Kids' Zone art squares for your employees and clients
- Prominent banner signage

MARKETING AND ADVERTISING

- Logo on festival program inside cover
- Logo on 1,000 promotional posters
- Logo and link on website for one year
- Marquee placement on all social media for event
- Team-building volunteer opportunities for your employees



Wild Fin



NEIGHBORHOOD SPONSOR (\$5,000)

3 AVAILABLE

AT FESTIVAL SITE

- Naming rights to one of the streets (neighborhoods) of artwork (NW Park, 8th, or Glisan)
- Large individual logo signage
- Logo in a 8 x 8 mural chalked by a professional artist
- Prominent logo on banner signage
- Booth space at the festival
- 5 VIP tent passes (free food, beverages)
- 3 complimentary Kids' Zone art squares for your employees and clients

MARKETING AND ADVERTISING

- Logo on festival program inside cover
- Logo on 1,000 promotional posters
- Logo and link on website for one year
- Marquee placement on all social media for event
- Team-building volunteer opportunities for your employees

PATRON (\$3,000)

5 AVAILABLE

AT FESTIVAL SITE

- Signage at the festival
- Logo in a 6 x 6 mural chalked by a professional artist
- Banner signage

MARKETING AND ADVERTISING

- Logo on festival program inside cover
- Logo on 1,000 promotional posters
- Logo and link on website for one year
- Marquee placement on all social media for event
- Team-building volunteer opportunities for your employees

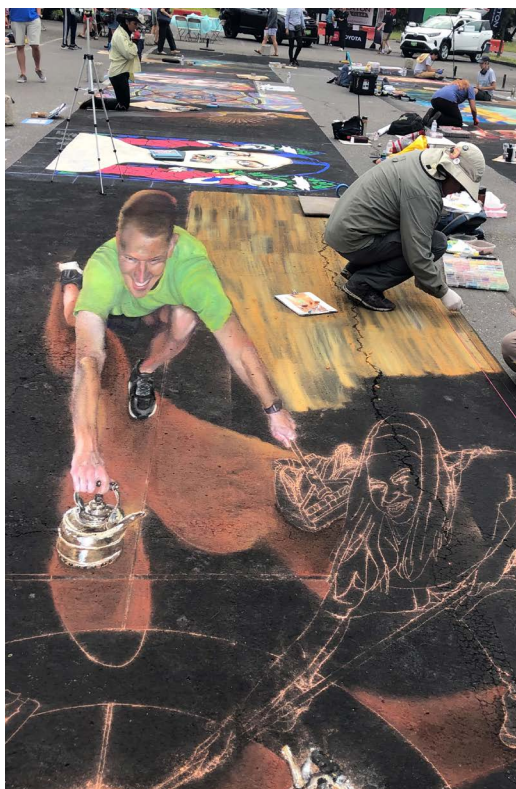




ARTIST MURAL SPONSORSHIPS

These sponsorships make chalk art on the streets possible.

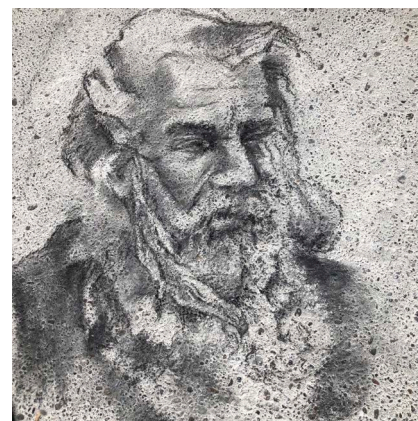
3D MURAL (\$2,500) *Based upon availability*



10' x 10' MURAL (\$1,500)



8' x 8' MURAL (\$1,000)



6' x 6' MURAL (\$500)



**YOUR ORGANIZATION'S NAME
AND LOGO WILL BE FEATURED
NEXT TO YOUR SPONSORED ART!**

TO BECOME A SPONSOR, PLEASE CONTACT JENNIFER LICHTENBERG, EVENT MANAGER
JENNIFER.LICHTENBERG@TUCKERMAXON.ORG | 503-235-6551 x325
TUCKER MAXON SCHOOL | 2860 SE HOLGATE BLVD. | PORTLAND, OREGON 97202 | 503-235-6551