



## ChalkWalk Overview/Application

**August 17 – 20, 2017**

Application Deadline: **Wednesday, June 14, 2017**

### Festival Overview:

CelebrateErie 2017 is a multifaceted mix of culture, entertainment, artists and experiences – a chance to dabble, discover and open your mind to a world of music, food, art and fun for three sunny Erie days. Strong local programming features include visual and performing arts, the best of Erie’s culinary offerings, and a broad range of interactive children’s activities.

### Festival Dates:

Thursday, August 17, 2017 – Sunday, August 20, 2017

### Estimated Attendance:

100,000 - 125,000

### Event Operating Hours:

Thursday, August 17 <sup>th</sup>	5:00 PM – 9:30 PM	Taste of Erie opens the event. ChalkWalk artists begin murals.
Friday, August 18 <sup>th</sup> Saturday, August 19 <sup>th</sup> Sunday, August 20 <sup>th</sup>	12:00 PM – 10:00 PM	

### Description:

Throughout the CelebrateErie weekend, artists will transform a block of State Street into a patchwork of colorful murals. Using chalk, in the ancient tradition of street painting, artists will reproduce famous works of art, as well as create original works, in a visual explosion of color while an estimated 100,000 spectators watch.

### Sponsorship:

Although the CelebrateErie ChalkWalk committee works to secure ChalkWalk sponsors, **ARTISTS ARE ENCOURAGED TO SOLICIT SPONSORS** prior to submitting their application.

Those artists that do not secure their own sponsor will be matched with a sponsor secured by the ChalkWalk Committee. The contracting of artists is entirely dependent upon the number of sponsors secured. SPONSORS must approve art.

### Specifics:

- \$200 honorarium for completed mural  
(check will be mailed directly to the artist following the event).
- Artist can work in groups or individually.
- Squares are sold for \$375 for a 10x12 square.
- Artists can solicit their own sponsors. (CelebrateErie has a limited amount of sponsors who need artists)

- **All artists are required to check-in Thursday, August 17, from 5:00 PM until 6:00 PM.** Report to the volunteer table located in the lobby of the City of Erie Municipal Building. Artists will receive chalk and square assignment at that time.
- Artists will find the square numbered and the four corners of their square marked. **The artist must chalk the sponsor's name (Thursday) prior to chalking the mural on the borders of the 10x12 square.**
  - **ALL ART WORK MUST FACE EAST OR WEST ON STATE STREET**
- Artists can begin work on-site on Thursday, August 17, starting at 5:00 PM.
- Volunteer staff will be available on Friday and Saturday from 12:00 PM to 7:00 PM., supplies will only be available at those times.
- Artists will be judged by the public on artwork. **An award is given to the winner and announced on the Main Stage, before the headliner event, Saturday evening.** Winner will also be posted on the CelebrateErie website, along with runners up.
- We encourage artists to have their mural completed by Saturday afternoon. **Final ballots will be collected at 5:00 PM on Saturday.**
- CelebrateErie will supply: Professional-grade chalk and “Mop & Glo” as a fixative. **Sprayers are available, but are limited.** It is suggested that artists bring their own spray bottle.
- Bottled water will be available for artists throughout the weekend at the volunteer table in the lobby of the City of Erie Municipal Building.
- Artists must provide a tarp (clear tarps are preferred) for their mural and duct tape to hold the tarp down at night. Murals **may not** be covered before 8 PM each night - **with the exception of rain.** The artist is responsible for maintaining the piece throughout the weekend.
- Suggested materials for artists to bring on-site: knee pads, cardboard, broom, soft graphite pencils and sharpener, smudging tools, brushes, straight edge, a chalk box (to snap or draw the grid), spray bottle for Mop & Glo, clear (preferred!) plastic tarp, duct tape, umbrella, **sunscreen**, lawn chair, water bottle, paper towels.
- Suggestions for suitable works: reproductions of famous works of art or representations of Erie area landmarks, people, places or things or as requested of by the Sponsor. No words, symbols, or logos intended as advertising may appear within the chalk-drawing image.
- Any original work that is suitable for viewing by people of all ages. **(Please refrain from submitting work done in previous years.)**
- **Works including pornographic, political and religious messages and images are prohibited.** The ChalkWalk Committee reserves the right to cancel production of an inappropriate mural.
- To avoid duplication, artists **must submit** a rough sketch or copy of proposed work on an 8 ½” x 11” paper along with the application. If a rough sketch is not submitted, application will be marked as incomplete.
- Submission of the proposed artwork gives CelebrateErie rights to reproduce images for publicity.

**Parking:**

Adequate free parking is available on all downtown streets and parking ramps. Parking at the UPMC Hamot ramp at East 3rd and State Streets is not free.

**Application:**

Complete the attached application form. Include a rough sketch or copy of proposed work on an 8 ½” x 11” paper.

*Artists are required to pick up chalk Thursday evening (5 PM – 6 PM).  
Additional supplies & square assignment will not be available until noon on Friday*



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Artist Name: \_\_\_\_\_  
(Please Print)

EMAIL: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_

State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: (Cell) \_\_\_\_\_ (Home) \_\_\_\_\_

\_\_\_\_\_ I will be participating as an individual artist.

\_\_\_\_\_ I will be participating with the following artists:

\_\_\_\_\_

\_\_\_\_\_ I do not have a sponsor, please assign one if available.

\_\_\_\_\_ I have obtained a \$375 sponsor for my ChalkWalk design.

Sponsor Business Name: \_\_\_\_\_  
(Please Print)

Contact Name: \_\_\_\_\_  
(Please Print)

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_ EMAIL: \_\_\_\_\_

Sponsor has approved artwork: Yes: \_\_\_\_\_ No: \_\_\_\_\_

Signature of Sponsor: \_\_\_\_\_

Signature of Artist: \_\_\_\_\_

Publication Information:

Title of Art Work: \_\_\_\_\_ Date: \_\_\_\_\_  
(Please Print)

**\*New** Please list the colors of chalk you will be primarily using: \_\_\_\_\_

\*\*\*\*If no title is submitted, "untitled" will be put in directory\*\*\*\*

Make check payable to: CAFÉ

Please attach your 8 ½ x 11 artwork and send completed application to:

CelebrateErie  
626 State Street, Room 500  
Erie, PA 16501

If you have any questions, please contact us by emailing [cmunro@erie.pa.us](mailto:cmunro@erie.pa.us) or calling (814) 870-1269. You can also check our website for information at [celebrateerie.com](http://celebrateerie.com)