

CORPORATE SPONSORSHIP PACKAGE

World's Largest Chalk Drawing
Sat. June 7, 2008
ALAMEDA, CA



Kids' Chalk Art Project

Celebrating & Supporting the Creative Spirit in Our Children

www.reenchantingtheworldthroughart.org

Brought to you in collaboration with the
City of Alameda, Alameda Education Foundation
Alameda Unified School District, Alameda PTA Council

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The **KIDS' CHALK ART PROJECT** is a community event that celebrates and invests in the creative spirit of our children. The Project's goal is to collaboratively create the World's Largest Chalk Drawing with the kids of Alameda (K-12), their families, friends, and neighbors, as well as the greater community of the San Francisco Bay Area. We plan on breaking the Guinness World Record and to obtain a satellite photograph of the artwork to promote our mission.

We are also launching our non-profit "Re-Enchanting the World Through Art" whose mission is to support and inspire kid's creativity and imagination locally, and around the World.



Chalk Drawing at Franklin Elementary School 2006

Kids, how many Kids? There are 10 elementary schools in Alameda, that's 4500 kids with NO art teachers. We are visiting each elementary school, presenting our project using the technology of a laptop, projector, and Goggle Earth, where we start in outer space looking at the Earth and zoom all the way down to the kid's school playground. Later we chalk draw on each playground with all the kids giving them hands-on experience and practice for the BIG ONE. We also tell a story to each school in the district, an evolving environmental story that involves each school's mascot that is needed to help two kids remember how to get home.

Two Weeks on the Base. For two weeks beginning May 27 the kids will ride buses and walk to the decommissioned Naval Air Base of Alameda, CA and help draw a large salamander that will have the story illustrated inside of it. There are another 6500 kids in middle and high school. We will be recruiting some of these kids through their art classes, these older kids can get required community service hours by helping out on our project after school and on the weekends. Parents, family members, and the greater San Francisco Bay Area are invited to help complete the drawing on Sat. June 7, that's a lot of artists collaborating, celebrating, and drawing together. We are expecting over 3000 people on the last day of the event.

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Concept sketch

And how Big is BIG? Our chalk drawing will be as large as one and a half football fields. A football field is 300 x 160 ft.; our chalk drawing space is 300 x 300 ft., that's 90,000 sq. ft. (the World Record is 60,000).

Our Team & Community Partners. We are a group of a dozen or more parents, professionals, and community activists who have been working together on this project for two years. We are honored to have as community partners; the Alameda Unified School District, Alameda PTA Council, Alameda Education Foundation (our affiliate non-profit), and the City of Alameda.

Whose Vision is this in the First Place? This is Mark Wagner's vision, he is a professional artist, educator, married to a writer, and a dad of two pre-teen girls. Mark works in the film industry as a concept artist, and also as a graphic designer and illustrator. He has taught art and creativity in elementary school to graduate school to state prison. Mark has a Masters Degree from JFK University and a BFA from Pratt Institute.



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Our Budget and Where Your Money Goes. Our budget is around \$40,000. Twelve thousand of this is for chalk alone. Other costs are going into promotion, and the event; busing, bathrooms, water for the kids, satellite and aerial photography, insurance, and security. The City of Alameda has waived a \$14,000 Base rental fee and we are seeking as much in-kind support and donations as possible. We are a community service volunteer project with all donations and proceeds going to the non-profit.

The Non-Profit and Supporting the Creative Future. We are in the process of creating our own non-profit whose goal is to create and support long-term sustainable art education through grants, corporate sponsors, and fund raising projects to help; pay for the return of art teachers in the elementary schools, support and updating the volunteer parent run art docent programs, and creating artist-in-residency. We have an interest and responsibility in our local community but also have a far-reaching vision to share how and what we are doing, networking throughout the world. We'd like to create other world chalk drawings and tell stories with other countries who are passionate about the arts and kids and supporting the creative future by investing wisely into the children.



Publicity, Press, and the Media. 4500 flyers and postcards have just gone out to every elementary school parent in Alameda. We have been included in the Alameda Unified School District and the PTA Council's newsletters. Press releases will go out to locally, regionally, and nationally. We are contacting local newspapers and radio to do stories about us and to be present on the day of the event. We are networking through the web, blogs, and email. Our best article to date has been in "Edutopia" from the George Lucas Education Foundation.

Sponsorship & Involvement Opportunities. Sponsors will be included in all Chalk Art press materials and calendar listings regarding the event and we will offer interviews with sponsors to interested media. Safeway is our initial sponsor and we have received a generous grant from the AKC Fund. If you are interested in what we are doing, if you would like to have a public presence at the event, if you would like to know more please contact: Mark Wagner ~ Creative Director: mw@heartsandbones.com or call 510-703-5887, or visit our web site at www.reenchantingtheworldthroughart.org

Sponsorship Opportunities



“STAR View Sponsor”

Large chalk drawing in border with your Company Name & Logo
Visible in aerial photography
Cost: \$10,000

“Patron Saint of the Arts Sponsor”

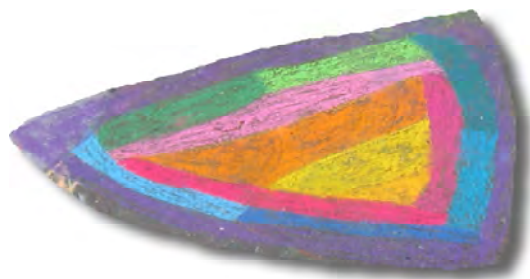
Medium chalk drawing in border with your Company Name & Logo
Visible in aerial photography
Cost: \$5,000

“Creative Spirit Sponsor”

Small chalk drawing in border with your Company Name & Logo
Cost: \$2,500

“Kids' Chalk Sponsor”

Company Name & Logo on all press, links on our web site.
Cost: \$1,000



Make your TAX DEDUCTIBLE Donations to:
“AEF – Kid’s Chalk Art Project”
PO Box 1363, Alameda, CA 94501

Or use PAYPAL on our web site
Alameda Education Foundation (AEF) is our 501(c)3 non-profit affiliate. Tax ID # 94-2867769

Thank you! Your contribution is greatly appreciated; we’ll put it to good use!