

*INDIVIDUAL 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](http://www.reenchantingtheworldthroughart.org)

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

# Kids' Chalk Art Project

[www.reenchantingtheworldthroughart.org](http://www.reenchantingtheworldthroughart.org)

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 is 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.

Kids' Chalk Art Project  
www.reenchantingtheworldthroughart.org



*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.



# Kids' Chalk Art Project

[www.reenchantingtheworldthroughart.org](http://www.reenchantingtheworldthroughart.org)



**Our Budget and Where Your Money Goes.** Our budget is around \$40,000. Over 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.



For more information please visit our website:  
[www.reenchantingtheworldthroughart.org](http://www.reenchantingtheworldthroughart.org)



## Ten Reasons Why Art Is Good For Kids

**1) Art Generates a Love of Learning & Creativity.** Art develops a willingness to explore what has not existed before. Art teaches risk taking, learning from one's mistakes, and being open to other possibilities. Kids who are creative are also curious and passionate about knowing more.

**2) Art Develops the Whole Brain.** Art strengthens focus and increases attention, develops hand-eye coordination, requires practice and strategic thinking, and involves interacting with the material world through different tools and art mediums.

**3) Art Prepares Kids for the Future.** Creative, open-minded people are highly desired in all career paths. Art and creative education increases the future quality of the local and global community. Being creative is a life long skill and can be used in every day situations.

**4) Art Teaches Problem Solving.** Making art teaches that there is more than one solution to the same problem. Art challenges our beliefs and encourages open-ended thinking that creates an environment of questions rather than answers.

**5) Art Supports Emotional Intelligence.** Art supports the expression of complex feelings that help kids feel better about themselves and helps them understand others by "seeing" what they have expressed and created. Art supports personal meaning in life, discovering joy in one's own self, often being surprised, and then eliciting it in others.

**6) Art Builds Community.** Art reaches across racial stereotypes, religious barriers, and socio-economical levels and prejudices. Seeing other culture's creative expression allows everyone to be more connected and less isolated - "we see how we are all related." Art creates a sense of belonging.

**7) Art Improves Holistic Health.** Art builds self-esteem, increases motivation and student attendance, improves grades and communications, nurtures teamwork, and strengthens our relationship to the environment.

**8) Art is Big Business.** At the core of the multi-billion dollar film and video game industry are artists creating images and stories. Every commercial product is designed by artists from chairs to cars, space stations to iPods. A Van Gogh painting sold for 83 million dollars.

**9) Art Awakens the Senses.** Art opens the heart and mind to possibilities and fuels the imagination. Art is a process of learning to create ourselves and experience the world in new ways. Arts support the bigger picture view of life: beauty, symbols, spirituality, storytelling, and helps us step out of time allowing one to be present in the moment. Art keeps the magic alive.

**10) Art is Eternal.** Creativity and self-expression has always been essential to our humanity. Our earliest creative expressions were recorded in petroglyphs, cave paintings, and ancient sculptures. One of the first things kids do is draw, paint, and use their imaginations to play.

## Individual Sponsorship Opportunities



---

You will be acknowledged on our web site and on print at the event.

**For \$1 we will Color a 12 x 12 in. Square for You**

**\$1 x \_\_\_\_\_ (sq. ft.) = \_\_\_\_\_**

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

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

Thank you for Supporting the Creative Future!

For more information, please call Mark Wagner: Creative Director 510-865-6260

Or email: [info@reenchantingtheworldthroughart.org](mailto:info@reenchantingtheworldthroughart.org)