

## Sponsor Information

Dear Sponsor,

St. Joseph Today is delighted to announce the annual "Chalk the Block on the Bluff" street chalking festival on the weekend of August 6<sup>th</sup> - 7<sup>th</sup>, 2010. "Chalk the Block" highlights an artist's talents against a backdrop of music and entertainment during both days. Participating artists transform the streets with chalk drawings similar to those seen at festivals both in the U.S. and in many European countries, most notably Italy.

Chalk the Block is well established and each year more and more residents and visitors are attracted to our downtown. They are experiencing first hand, not only the festival, but the great stores and restaurants. We hope you will consider sponsoring a block with us this year.

As a block sponsor your business name will appear alongside the artist's work directly on the street, in a listing on the St. Joe Today website, and in a tab in the Herald-Palladium that week. *Mail Max* also distributes a special tab for this event that includes a program, articles and listing of all the block sponsors that is distributed to more than 36,000 homes in the area.

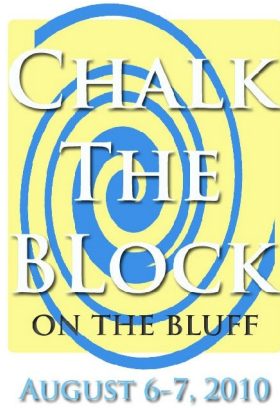
Sponsorship of a block and artist is \$75.00 per square if you are a St. Joseph Today member. If you are not a member, sponsorship is \$100.00. There will be three (3) sizes of squares for the artist to choose from; 10' x 10' square, 6' x 10' vertical, or 6' x 10' horizontal. Sponsorship covers material costs for the artist and the block as well as refreshments throughout the day.

St. Joseph Today will recruit local artists for this event. However, you are more than welcome to use your own artist. There is no theme except creativity so the artist may illustrate any topic he/she would like, provided it is appropriate for public viewing. If we provide you with an artist, we are requiring them to communicate with you prior to the event to alleviate any content issues. If you have your own artist, please ensure that they complete an application at St. Joseph Today or on the website [www.sjtoday.org](http://www.sjtoday.org). The deadline for sponsor applications is July 23, 2010. We must have your application and payment by this date or we will be unable to include you in any publications or advertising. Please return the following form to:

421 State Street, St. Joseph, MI 49085 or fax it to: (269) 985 - 0171. If you have any questions, call (269) 985-1111. Brian Smith is the contact person for this event. You may e-mail him at [brian@sjtoday.org](mailto:brian@sjtoday.org).

Sincerely,

Brian Smith  
Event Coordinator



## 2010 Sponsor Application

Business/Company Name: \_\_\_\_\_

Contact: \_\_\_\_\_

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

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

Day Phone: \_\_\_\_\_ Evening Phone: \_\_\_\_\_

Email Address: \_\_\_\_\_

**Please check one:**

Number of spaces: \_ @ \$75.00 (St. Joseph Today member) Total \_\_\_\_\_

Number of spaces: \_ @ \$100.00 (Non-member of SJT) Total \_\_\_\_\_

**Please check one:**

Artist Needed

I have my own artist (please provide artist name and phone number)

Name: \_\_\_\_\_ Phone: \_\_\_\_\_

**Please check one:**

My check is enclosed (Please make checks payable to St. Joseph Today)

Please bill me

Send me info on how to become a member of St. Joseph Today

*(Note: We must have payment before any publication deadline in order to include you in advertising material)*

By signing below, you certify that all information provided is true and correct and represents a commitment to participate in the level indicated above.

\_\_\_\_\_  
Signature:

\_\_\_\_\_  
Date: