



# CHALK ON THE WALK

Presented by the Rotary Club of Cambridge

At MayFair on Sunday, May 6, 2018



## MAJOR SUPPORTER PARTICIPATION FORM

- Yes!** I want to be a Major Supporter of the Cambridge Rotary Chalk on the Walk at the Harvard Square MayFair Celebration on Sunday, May 6, 2018.

Name or Company Name (for signage) \_\_\_\_\_

Contact Name \_\_\_\_\_ Contact Phone \_\_\_\_\_

Street Address \_\_\_\_\_

City/ST/Zip \_\_\_\_\_

Please initial \_\_\_\_\_

I understand and agree to the following by initialing each box:

- The entity name submitted above will be included in Cambridge Rotary advertising materials for the 2018 Chalk on the Walk.
- I will have an 8' x 10' square for a chalk drawing.
- I request an artist to be assigned to my square.
- I will provide artist(s) to complete the chalk drawing according to the Cambridge Rotary Guidelines (see below). I will have these artists complete an Artist Participation Form (available online at [www.cambridgerotary.org](http://www.cambridgerotary.org)).
- Enclosed is a check for \$1,500 made payable to Cambridge Rotary Educational Fund, Inc.**
- The Major Supporter acknowledges that Chalk on the Walk is entitled to photograph and reproduce the street painting/drawing created by the artist(s) in any manner.

### Guidelines

*Art work must be appropriate for public viewing. No words or symbols intended as advertising may appear within the image. Chalk supplies will be provided at the Chalk on the Walk site. Only the supplied chalk and pastels in a solid form may be used for the street painting, No acrylic paints, liquid pastels, etc. are acceptable.*

The Major Supporter outreach will close on **Friday, April 6, 2018** to allow sufficient time for development of Chalk on the Walk advertising materials. Your participation is very much appreciated by the Cambridge charities supported by the proceeds of this event. Further information is available on the Club Web site – [www.cambridgerotary.org](http://www.cambridgerotary.org)

Please return completed form and check to: Cambridge Rotary Educational Fund  
PO Box 410347  
Cambridge, MA 02141

For more information call Joe Kobialka at 617-974-5336 or e-mail [ChalkOnTheWalk@gmail.com](mailto:ChalkOnTheWalk@gmail.com)



# CHALK ON THE WALK

## Cambridge Rotary Annual Fundraiser



Chalk on the Walk is the Cambridge version of an Italian street painting festival. It is held as part of the Harvard Square MayFair celebration – a destination for over 100,000 people on the first Sunday in May.

Squares marked out along Church Street are sold to local businesses and individuals for prices ranging from \$300 to \$1,300. Artists are recruited from a regional area and compete for prize money that totalled over \$1,000 at last year’s event.

The large crowd provides great name exposure for the sponsors and excellent public presence for Rotary.



The work of the artists – many of whom return year after year – is a real crowd-pleaser.



Extra proceeds and prizes are provided by the crowd – Rotarians sell “vote” tokens for \$1 each / 6 for \$5 – which can be dropped in small buckets at each drawing.

