

# **Timeline for Starting New Chalk Festival**

## **1 Year Out**

- Choose date
- Decide on scope of event and create plan
- Research grants (apply for grants as soon as possible)
- Create flyer/set up website or webpage
- Form committees (Food vendors, Entertainment, Safety, Logistics, Media/PR, Sponsorship, Finance, Volunteers)
- Begin to solicit sponsors

## **6 Months Before Event Date**

- Apply for any applicable permits (street closures, festival permits, sales tax stamp, etc.)
- Create layout of area
- Solicit vendors for food/beverage/other
- Contact entertainment (bands)
- Contact possible Featured Artists
- Contact local art schools and art teachers

## **3 Months Before Event Date**

- Deadline for sponsors to commit
- Update flyer/website/poster with all sponsor info
- Create ads, banners, etc.
- Design tshirt
- Order rentals (tents, barricades, tables, etc.)
- Send invite to street painters/art teachers/students with application
- Contact local magazines/media

## **1 Month Before Event Date**

- Order banners/signage
- Contact volunteers
- Order t-shirts for volunteers, for artists, for selling
- Order any awards for artists (if there is a competition)
- Order chalk (and tempera paint if using)

## **3 Weeks Before Event Date**

- Deadline for participants applications
- Submit ads to publications, submit info to online event sites
- Secure judges (if there is a competition)

## **2 Weeks Before Event Date**

- Plan area layout for vendors and artist spaces
- Schedule volunteers

## **1 Week Before Event Date**

- Hold information workshop for volunteers
- Hold workshop by Featured Artist for new street painters
- Contact all entertainment to confirm

## **Day Before Event**

- Hold workshop by Featured Artist for new street painters (if not done previously)
- Close streets
- Marks spaces for vendors and artists
- Set up tables & tents
- Hold reception or dinner for out of town artists/featured artists

## **During Event**

- Sign in artists, hand out chalk & t shirts
- Set up and man tables of water & food for artists
- Judging (no longer than 1 hour)
- Presentation of Awards (no later than 4 or 5 pm on last day of event)

## **After Event**

- Breakdown & clean up (schedule volunteers)
- Schedule power washing (if needed)
- Breakdown barricades, etc.
- Send out thank you's to artists, sponsors, volunteers
- Have a follow up meeting with key players to discuss problems and solutions for next year