

SPONSORSHIP DETAILS



Jenifer Ripassa at La Strada dei Pastelli 2021
Photo by Javier David Photography

July 20-21, 2024

Produced by



Tualatin Valley
Creates

Supported in part by
City of Hillsboro



Chalk activity for Beaverton's Summer Picnic, 2019.

La Strada dei Pastelli Chalk Art Festival is an annual signature event! It's a community engagement distinct from all others offered in Oregon's Washington, Clackamas, or Multnomah Counties. The Festival's goal is to build visibility for Washington County's unique and diverse community assets. Modeled after similar chalk festivals throughout the United States, La Strada dei Pastelli is an immersive open-air event featuring live music, hands-on activities, food and large-scale street painting.

Established and emerging visual artists use bold, colorful pigments to produce huge, temporary drawings directly on the street, while local musicians fill the air with rhythm and sound. Children of all ages have opportunities to create their own artwork during the festival as well! **The annual Festival, being hosted in downtown Hillsboro, combines community engagement and art appreciation into one FREE fun-filled weekend!**

A TRADITION OF DRAWING ON THE STREET

Drawing on the street is a 500-year old tradition of "bringing art to the people." The Madonnari, or "street painters" of the 16th century would recreate their beneficiary's masterpieces, most notably the Madonna in pastels directly on the cobblestoned streets. This gave the general public access to what was otherwise only available to the elite. In the spirit of that tradition, La Strada dei Pastelli is a FREE community event for all to take part in.



Artist Carrie Taylor Dziabczenko at 2019 La Strada
Photo by Wayne Renshaw

YOUR CONTRIBUTION MATTERS

As a community-driven activity, La Strada dei Pastelli raises much of its funds through generous donations by individuals and businesses. Becoming a sponsor or in-kind donor means becoming a part of a vibrant community-gathering designed to inspire and engage generations young and old. Your support dollars impact every aspect, both during and prior to the Festival.

Meaningful contributions range from \$15,000 to \$250. Title and Signature Sponsors truly impact the success of the entire Festival. Each \$1,000 Entertainment Sponsor supports a featured artists' stipend and travel expenses. Each \$500 Artist Sponsorship

provides a stipend for a regional artist to participate. With the combined efforts of each \$250 Community Sponsor, local chalk artists can teach street painting workshops to youth groups at no cost to participants.

BENEFITS TO BEING A SPONSOR

Your contribution highlights your commitment to the community your business serves. This year's Festival is expected to attract 20,000+ attendees! Supporting La Strada dei Pastelli is more than giving. **Tualatin Valley Creates (TVC) is a 501c3 arts service organization, which allows your eligible contribution to be tax-deductible.** Your contribution will also be celebrated as we actively promote the Festival across a number of regional platforms as being one of La Strada dei Pastelli's pinnacle supporters!



Artists Brittany Resch and Susan Charnquist at 2019 La Strada
Photo by Washington County Open Studios

TITLE SPONSOR \$15,000 AND ABOVE

Name recognized as a leading supporter atop all Festival materials, print and other media
And benefits of Signature Sponsor level!

MAIN STAGE SPONSOR \$10,000

Name recognized across Main Stage banners
And benefits of Signature Sponsor level!

SIGNATURE SPONSOR \$5,000

Name recognized as a leading supporter within all Festival materials
Name included in all promotional materials, including print and other media
And benefits of Entertainment Sponsor level!

ENTERTAINMENT SPONSOR \$1,000*

Name recognition of your contribution within select Festival materials
Name included in select promotional materials - print and other media
Name displayed in front of your featured artists' chalk square*
Frequent "Thank you" announcements throughout weekend festivities
Logo placement aside other sponsors within TVC's website

* Option to have a booth during the event weekend. Available to Corporate Sponsors of \$1,000+.

ARTIST SPONSOR \$500

Recognition as a meaningful contributor in select promotional materials
Name displayed in front of your emerging artists' chalk square**
Frequent "Thank you" announcements throughout weekend festivities
Logo placement aside other sponsors within TVC's website

COMMUNITY SPONSOR \$250

Recognition as a meaningful contributor in select promotional materials
Name displayed throughout community activity area
Logo placement aside other sponsors within TVC's website

IN-KIND PARTNER

Recognitions equivalent to cash amount (see above levels)
Logo placement aside other sponsors within TVC's website

In-kind requests include:

- Artists comforts (breakfast items, lunches, water)
- Lodging (Hotel or shared housing)
- Printing services (banners, signs, postcards)
- Photography services and/or video production
- T-Shirt Printing
- Prizes and awards (gift cards, cash awards)

*A maximum of 35 featured artists' chalk squares available.

**A maximum of 25 emerging artists' chalk squares available.

TAKE ACTION!

Complete your Sponsorship Form and send in your contribution early while TVC actively promotes the spring and summer activities.

Last call to be listed on event posters is April 30

TAKE ACTION!

The last call to be listed on event posters is **April 30, 2024**.

Downtown Hillsboro has generously committed to being the Festival's premier venue. We invite you and your company to get involved too. There are two ways to make your contribution:

1. To donate by credit card, visit [through TVC's PayPal link](https://www.tvcreates.org/lastrada) at www.tvcreates.org/lastrada
2. To donate by check, please complete the Sponsorship Form and make checks payable to "[Tualatin Valley Creates](https://www.tvcreates.org)".

Thank you in advance for your support! For more information, please contact TVC Executive Director, Yasmin Ruvalcaba at 503-567-1713 or director@tvcreates.org.



Tualatin Valley Creates
PO Box 2017
Beaverton, OR 97007

www.tvcreates.org
503-567-1713
info@tvcreates.org
EIN 30-0254528

ABOUT TUALATIN VALLEY CREATES

Tualatin Valley Creates (TVC) is the leading arts service organization for Washington County, Oregon. TVC's mission is to "drive an inclusive, resilient, and creative community by celebrating the local arts, culture, heritage and humanities" throughout the county's 15 cities and unincorporated areas. This includes Aloha, Banks, Beaverton, Bethany, Cedar Mill, Cornelius, Durham, Forest Grove, Gaston, Hillsboro, King City, North Plains, Sherwood, Tigard and Tualatin.

TVC is an organization driven by advocacy and action. Originally founded in 1999 as the "Westside Cultural Alliance" by a group of art advocates, it gained its status as an official 501c3 nonprofit shortly after. Since then, it continues to support community members by providing the latest news about local events, funding resources, professional development and economic opportunities. TVC also strives to make arts and culture accessible to its under-served populations by offering free networking events, workshops and the Arts & Culture Leadership Incubator. Through these efforts, TVC continues to uplift its vision of cultivating a robust arts and culture ecosystem in Washington County. For more information visit www.tvcreates.org.



Artist Morgan Miller from La Strada 2020.
Photo by Mark Fagin.

La Strada dei Pastelli Chalk Art Festival is an event of Tualatin Valley Creates. La Strada dei Pastelli dates are subject to change and may be impacted by weather conditions. Supporting La Strada dei Pastelli is an act of generosity and should not be construed as paid advertising. TVC makes no claim to directly or indirectly impact consumerism for its sponsors.

La Strada dei Pastelli Chalk Art Festival is an annual signature event unlike any other offered in the tri-county region! It's an immersive, open-air art festival that includes large-scale street painting, live performances by local musicians and performing artists, refreshments, and children's hands-on activities (if allowed by current regulations and safety can be ensured). Being a sponsor and/or in-kind partner for La Strada dei Pastelli means becoming a part of a vibrant community-gathering designed to inspire generations young and old. Tualatin Valley Creates (TVC) is a 501c3 arts service organization, which allows for your eligible contribution to be tax-deductible to the extent permitted by law. Your contribution will also be celebrated as we actively promote the Festival across a number of regional platforms! **The last call to be listed on the event posters is April 30, 2024.** Please see Sponsorship Details for more information.

SPONSORSHIP FORM

Sponsor/ Company Name: _____

Contact: _____ Title: _____

Address: _____

City, State, Zip: _____

Phone: _____ Email: _____

Website: _____

Media Contact: _____ Phone: _____ Email: _____

Level of Sponsorship: (See Sponsorship Details for information on each)

 \$15,000+ Title Sponsor In-Kind Donor: Value of Donation: \$ _____

 \$10,000 Main Stage Sponsor

 \$5,000 Signature Sponsor Please describe what kind of service or product you are available to provide:

 \$1,000 Entertainment Sponsor*

 \$500 Artist Sponsor

 \$250 Community Sponsor

If you know an artist that you would like to chalk your square, provide their name and contact information here:

NOTE: Images may not contain advertising. All images must be family-friendly. All Artists must complete pertinent La Strada dei Pastelli Chalk Art Festival forms in advance of drawing on the street.

 Would you like to volunteer? Wonderful! We'll contact you about the volunteering opportunities.

 *Available to Corporate Sponsors of \$1,000+; Would you like a booth space for the weekend along with your sponsorship?

La Strada dei Pastelli is produced by Tualatin Valley Creates. La Strada dei Pastelli dates are subject to change and may be impacted by weather conditions and/or health safety regulations. By signing, you agree to allow TVC and its coordinators to use your company's logo and/or name in its promotional materials for the La Strada dei Pastelli Chalk Art Festival. Contact Yasmin Ruvalcaba at director@tvcreates.org or 503-567-1713 for any questions.

Signature

Title

Print

Date

Tualatin Valley Creates is a 501c3 non-profit arts service organization, EIN 30-0254528. Contributions for the charitable purposes are tax-deductible to the extent permitted by law.

Please make checks payable to "Tualatin Valley Creates"
Or submit sponsorship online through TVC's PayPal link at
www.tvcreates.org/lastrada
Return Sponsorship Form and payment to:

Tualatin Valley Creates

PO Box 2017

Beaverton, OR 97075

