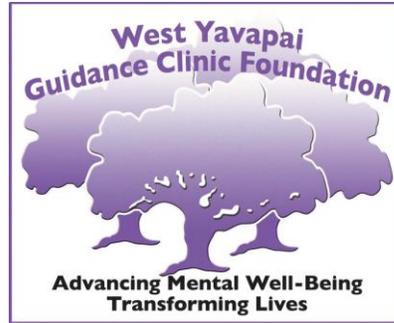


Prescott 2017 9th Annual Chalk It Up!



Dear Community Partner,

Don't miss the opportunity to be part of the 9th Annual Chalk It Up! Prescott celebration!

This FREE, family-friendly and community centered event is intended to cultivate and support the creativity in people of all ages and abilities, while raising funds for the mental health, crisis intervention and substance use treatment services supported by the West Yavapai Guidance Clinic Foundation. Artists will create a weekend museum of pavement chalk art on **Saturday, April 22nd and Sunday, April 23rd 2017** from 10:00 a.m. to 4:00 p.m. at 201 N. Montezuma Street – in the National Bank of Arizona's parking lot.

Inspired by the street painting artists of the Renaissance Era, this festival brings an opportunity to experience the tradition of the *I Madonnari* street painters. In 16th century Italy beggars using chalk on the plazas outside cathedrals copied painting of the Madonna by Raphael and his contemporaries. Through these street painters an artistic tradition was born and continues today.

Chalk It Up! Prescott was created in 2009 by a local group of friends. Today, it has evolved into an event that:

- Provides a unique arts adventure for people of all ages
- Unites businesses with residents in a community endeavor
- Showcases Prescott's cultural image and resources
- Encourages creative expression and personal development in people of all ages – especially children
- Raises awareness and support for local mental health programs



In just eight years Chalk It Up! Prescott has created a community centered public art event attended by **over 5,000 people**. Attendees have the opportunity to create drawings, listen to music, view the art and share in the fun. The event is put on by the West Yavapai Guidance Clinic Foundation (Tax ID 86-0576008). All proceeds benefit the six funding priorities the Foundation has identified to help improve community mental health in the quad-cities area, as well as help fund the next year's festival.

We would appreciate your support through a sponsorship for this amazing annual event. Our Sponsorship Brochure and Sponsorship Levels flyer covers all the details! **Can we count on you to be part of this Prescott tradition?**

Sincerely,

Chief Development and Communication Officer, WYGC
Executive Director, WYGC Foundation
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