

Chalk My Logo (CML)

Sponsorship & Prize Pool Summary

Thank you for your interest in being part of Chalk My Logo.

Chalk My Logo is a Rally WBA (White Bear Area) event. Nimble Impressions, a White Bear Lake based full-service marketing company created these concepts. The fundamental goal of CML and all Rally WBA events are to connect the business community with consumers, in a fun and interactive way. Our events typically are “contest based” where people win prizes that businesses contribute.

What is Chalk My Logo:

- Consumers chalk CML participating business logos on the ground in chalk in the White Bear Lake area. They take pictures of the “chalk art” and share their art on the Rally WBA Facebook Group page. Consumers do this for the entirety of the CML event. Once the event is completed, participating businesses go to the group page and select “winners” of their prizes.
- The event usually runs the entire duration of Manitou Days in White Bear Lake.

What is the Chalk My Logo Pro Artist Experience?:

- This event incorporates professional artists into the event for a short 2-3 days within Manitou Days.
- The goal is to inspire interest in chalk art and create a premium experience in White Bear Lake.
- For roughly 2-3 days professional artists will create art at a specific location in White Bear Lake.
- Some of the art that is created will be done on the ground (concrete/pavement) and some of it will be created on floating pieces that can be moved around. The floating pieces have the potential to be auctioned off or sold to help cover the costs of the professional artists.

Prize Pool Contributions:

For the main CML event, we need local businesses to contribute prizes to the “Prize Pool” to incentivize consumers to draw business logos on the ground. Consumers look at the list of contributing businesses and then select the logos they want to draw. After the last day of the event, participating businesses select the “winning” drawings. Winners collect their prizes directly from the businesses.

- Prizes:
 - Prizes can be pretty much anything of real value.
 - Good examples: gift cards and products from participating stores
 - Bad examples: Discount cards
 - Minimum value: \$15
 - Suggestion: Rather than giving 1 - \$100 gift card, give 4 - \$25 gift cards. However, do whatever you want. Any prize value is a good thing.

Pro Artist Experience Sponsorship:

This aspect of the event comes with some real costs. Mainly, the artists require a fee and need to get paid. The more artists the more funding is needed.

- Why sponsor?
 - A great opportunity to get your brand exposed.
- Where will your brand be exposed?
 - Digital marketing from Rally WBA. Everybody knows that we are not shy about getting the word out.
 - Logo done in chalk on the ground near/adjacent to the artist area. This logo may be done by a pro or amateur artist. Either way, it will be prominent and good looking.
 - Opportunity to take photographs and pictures with the art and artists. This can be done with your logo/signage in the picture.

Sponsorship Levels:

- Silver:
 - \$100
 - Logo in chalk on the ground near the artist area. Group sponsor acknowledgement on social media and Rally WBA page.
 - **RESTAURANTS:** Restaurants can be Silver sponsors by offering to help feed the artists during the time they are in town. For 2023 there are going to be 1 artist for 2 days.
- Gold:
 - \$200
 - Logo in chalk on the ground near the artist area. Most prominent sponsorship acknowledgement... individual sponsor acknowledgement on social media and Rally WBA page.

We need your logo:

- Please provide your logo along with your sponsorship submission.

Any questions please contact Alan Haskins – alan@nimbleimpressions.com - (612) 281-8474

Application:

- Please submit your interest to be a sponsor to alan@nimbleimpressions.com
 - Indicate what level sponsor you want to be.
 - Attach your logo.
- Rally WBA is a Nimble Impressions creation.
 - When you submit your interest/application and the sponsorship amount you want to give, Nimble Impressions will send you an invoice.

Thank you for sponsoring!