



**Saturday, June 6<sup>th</sup>, 2026, 10am to 2pm**  
NE Middle School, 1216 N 13th St, Reading, PA

**Saturday, Oct 10<sup>th</sup>, 2026, 10am to 2pm**  
Renninger's Market, Pavilion #2  
740 Noble St, Kutztown, Pa

**Chalkpalooza** is a community-wide art and wellness event created by *The Camel Project* to bring people together through creativity, connection, and positive expression. Participants use sidewalk chalk to share messages of hope, kindness, and inclusion while enjoying music, food, and family-friendly activities. The event raises awareness and funds to support youth mental health, anti-bullying programs, and trauma-informed education throughout the community.

**ChalkPalooza: Chalk & Bubble Festival**

**Guardian Sponsorship**

**\$9,500.00 for both (2) events**

**(\$5,000 for one location)** investment includes:

- Title Sponsor for Reading, Pa And/Or Kutztown, Pa - Only one available
- 20' wide x 20' exhibit space, 2 - 8 ft. tables, 2 chairs,
- Fifteen (15) copies of *Not All Camels Are In The Desert* book labeled with your logo,
- Fifteen (15) *Operation Safe-Lives* bracelets,
- Website listing with logo,
- Logo/mention in all media advertising,
- Two+ P.A. system mentions during the festival.
- Interview at the event
- Unique signage and large logo on sponsors' banners at the event,
- Your hashtag in two daily social media posts: Linked In, Facebook, and Instagram.
- **Program Booklet Ad:** Full page color Back cover (7.5" h x 4.5" w).



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**The Camel Active Alley**

Wellness Focused Fun

**\$1,000.00 Gold Level**

both events or single location for \$600.00

- Large logo on TCP website, and signage at the event.
- Logo on advertising, flyers and social media
- Resources Table for information materials about your products or services.

**The Camel Classic Car Show**

**\$1,000.00 Gold Level**

both events or single location for \$600.00

- Large logo on TCP website, and signage at the event.
- Logo on advertising, flyers and social media
- Resources Table for information materials about your products or services.
- Swag bag with your promotional and other items to be given to every attendee and participant.

In the 2024–2025 school year, The Camel Project supported 1,723 middle school students check ins with trauma-informed and social-emotional learning programs. Eighty percent of students reported the program was helpful, resulting in a measurable reduction in disputes and absences.

Your support of ChalkPalooza helps us continue this vital work — creating safe spaces where students and families can express themselves, build confidence, and strengthen community connections. Together with our corporate sponsors and community partners, we can make a lasting impact across Berks County and beyond.



See all sponsor levels at:



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**Make checks payable to: The Camel Project, 201 Washington St. #555, Reading Pa 19601**

*Company name will appear in the program?*

Sponsorship Level: \_\_\_\_\_

Company Name: \_\_\_\_\_

Address/City \_\_\_\_\_

State/Zip \_\_\_\_\_

Contact Person: \_\_\_\_\_ Contact Phone: \_\_\_\_\_

E-mail: \_\_\_\_\_

Please email your logo and business card information in electronic format (.tif, .jpeg, .gif).  
Phone: 610.763.2283 Email: [chalk26@thecamelproject.org](mailto:chalk26@thecamelproject.org)

Thank you for your support,

Pam