



Saturday, June 6th, 2026 10am to 2pm

New Location:

Reading Area Community College
30 S. Front St.
Lots A & C
Reading, PA.

Saturday, Oct 10th, 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.

Guardian Sponsorship

- 20' wide x 20' space, 2 - 8 ft. tables, 2 chairs,
- Space at the entrance of the event
- Fifteen (15) copies of *Not All Camels Are In The Desert* book labeled with your logo
- Fifteen (15) *Stop Bullying - I Care* bracelets
- Website listing with logo
- Logo/mention in all media advertising
- P. A. system mentions during the Festival
- Signage with large logo
- A unique large banner showing your organization as Guardian Sponsor
- Your hashtag in two daily social media posts
- Program Booklet Ad: Color; Full page; Back or Inside cover (7.5" h x 4.5" w)

All program ad art should be in 300 d.p.i electronic formats (.ai, .psd, .tif, .doc, .pdf). Please send ad art/copy to chalkpalooza@thecamelpoint.org.

To be included in banner, booklet and signage, we must receive your ad copy and images by:

Reading: May 22, 2026

Kutztown: September 26, 2026

Contact us if you have any questions. Events are rain or shine. No refunds.

\$5,000.00



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Bookworm Sponsorship

- 15' wide x 20' space at the event
- Ten (10) copies of Not All Camels Are In The Desert book labeled with your logo
- Ten (10) Stop Bullying - I Care bracelets
- Website listing with logo
- Logo/mention in all media advertising
- P.A. system mentions during the Festival
- Signage and large logo on sponsors' banner at the event
- Your hashtag in two daily social media posts
- Program Booklet Ad: Half page (3.5" h x 4.5" w), b & w

\$1,500.00

Achiever Sponsorship

- Your logo with links listed on the ChalkPalooza sponsorship page on the website.
- Your logo on a banner at the event.
- Vendor Space
- Your logo on social media.

\$600.00

Explorer Sponsorship

- Your logo with links listed on the ChalkPalooza sponsorship page on the website.
- Vendor Space

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\$300.00



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ChalkPalooza Car Show Sponsor

Gold Level Sponsorship includes:

- Entrance fees to the car show for one vehicle
- Vendor Space in the car show area
- Logo on the Camel Project Chalkpalooza website
- Add your magnet, card, or other items to the swag bag given to the first 50 registered show car owners

\$400.00

ChalkPalooza Car Show Major Sponsor

Sponsorship includes:

- Up to three car entrance fees to the car show for your vehicles
- Logo on sponsor banner at the event
- Logo on the back of the Car Show T-shirt
- Add your magnet, card, or other items to the swag bag given to the first 50 registered show car owners.
- Large logo on TCP website, and signage at the event.
- Logo on advertising, flyer's and social media
- Resources Table for information materials about your products or services
- Full page Ad (7.5" h x 4.5" w) in event program booklet
Booklet Ads are b&w. If you send color art, it will be converted to b&w. All program ad art should be in 300 d.p.i electronic formats (.ai, .psd, .tif, .doc, .pdf). Please send ad art/copy to chalk26@thecamelpoint.org. Contact us if you have any questions.

\$1,000.00



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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: chalkpalooza@thecamelpoint.org

Thank you for your support,

Pam Gockley
Founder/Executive Director
The Camel Project