



16th Annual

Chalk Art Festival



All Ages Activities

Special Performances

Compete or join for fun!

09 | NOV | SATURDAY
2024 | 7:30AM - 2:45PM
RAIN DATE: 11/16/2024

 **SHAUN DIAMOND PLAZA**
2ND STREET & THOMAS IN DOWNTOWN POMONA



GUIDELINES

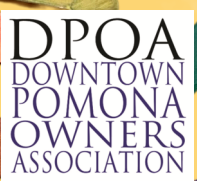
The most up to date information can **ONLY** be found on The City of Pomona's website!

REGISTER TO PARTICIPATE OR VOLUNTEER ONLINE!

REGISTRATION CLOSES OCT. 31, 2024 BY 5PM PST

THIS EVENT IS FREE AND OPEN TO THE PUBLIC!

www.pomonaca.gov/culturalarts





16th Annual Chalk Art Festival

QUESTIONS?
EMAIL - PUBLICART@POMONACA.GOV
CALL - (909)524-8985
ESPAÑOL - (909) 620-3634

INFORMATION AND GUIDELINES

- Date:** Saturday, November 9, 2024 (Rain Date: Saturday, November 16, 2024)
- Location:** Shaun Diamond Plaza on Second Street & Thomas Street in the Arts Colony in Downtown Pomona
- Parking:** Street and surrounding VPD lots

Schedule:

| TIME | ACTION |
|-------------------|--|
| 7:30 AM - 8 AM | Check-in |
| 8 AM | Start of Festival - Opening Remarks & Chalking Begins |
| 9 AM | Registration Closes |
| 11:30 AM - 12 PM | Entertainment |
| 1:30 PM - 2:15 PM | - Chalking Ends, Judging Begins and Raffle for Non-competing groups - Musical Performance |
| 2:15 PM - 2:45PM | Announcement of Winners for Competing Students / Professionals |

Activities will be occurring throughout the day; from story-time, puppet shows, arts & crafts, and more!

THEME FOR CHALK ART COMPETITION



This year's theme is your favorite book!

This can mean sharing your favorite scene from a book, your favorite author of a book, your favorite written character from a book, your favorite genre of books, your favorite story from a book, or simply your favorite book. This is open to all types of books including graphic novels, comic books, and manga.

Please note that this is an all ages event, and by participating in it you are agreeing that your artwork will contain no image(s) of offensive material such as nudity (of any kind), depictions of violence, derogatory signs, language or epitaphs that would encourage discrimination against any religion, race, nationality, disability, or sexual orientation; or any drug, gang, or sexually related material. Any violation of this agreement will subject participant(s) to disqualification and exclusion from the festival.





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PARTICIPANT INFORMATION


YOU MUST REGISTER TO PARTICIPATE!

Participants in all categories listed (except for professionals) **MUST** work on a **TEAM** of 2-4 participants. **EACH** person on your team **must** submit a participation form. All Teams **must** have a team name!

Provided to ALL participants (*while supplies last*):

- Chalk
- T-shirt
- Breakfast


LINK TO PARTICIPATION SIGN-UP FORM:


 <https://cityofpomona.typeform.com/CF-Participant>

| MULTI-AGE / FAMILY TEAMS | ELEMENTARY SCHOOL TEAMS | MIDDLE SCHOOL TEAMS |
|---|--|--|
| <ul style="list-style-type: none"> • All teams must have at least one Guardian/Parent on the team if participants are under 8 years old. • Raffle entry for all teams! • Artwork size: 6' x 6' (minimum) artwork space • 24-pack of Chalk per participant | <ul style="list-style-type: none"> • All team members must be in either 4th, 5th, or 6th grade. • Raffle entry for all teams! • Artwork size: 6' x 6' (minimum) artwork space • 24-pack of Chalk per participant | <ul style="list-style-type: none"> • All team members must be in either 6th, 7th, or 8th grade. • Competition or raffle! (<i>Teams cannot compete and join the raffle.</i>) • Artwork size: 6' x 6' (minimum) / 8' x 8' (maximum) • 24-pack of Chalk per participant |
| HIGH SCHOOL TEAMS | PROFESSIONAL | |
| <ul style="list-style-type: none"> • All team members must be in either 9th, 10th, 11th or 12th grade. • Competition or raffle! (<i>Teams cannot compete and join the raffle.</i>) • Artwork size: 6' x 6' (minimum) / 8' x 8' (maximum) • 24-pack of Chalk per participant | <ul style="list-style-type: none"> • Individual entry only • Competition or for fun! • Artwork size: 8' x 8' • 48-pack of Chalk per participant | |

 **4 Team Raffle Prizes** 

COMPETITION PRIZES

SINGLE PRIZE
Middle School 
\$100

 **SINGLE PRIZE**
High School
\$200

SINGLE PRIZE
Professional 
\$200

ALL CHALKING SPACES WILL BE PRE-DETERMINED.





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COMPETITION INFORMATION

Participants who will be competing in the competition will be asked to confirm their participation in the competition on the day of the event. Below are the criteria for competition groups.

| JUDGING CRITERIA |
|---|
| • How creative the design for the artwork is. |
| • The best use of color as shown in the mood, light, depth, and point of view in the artwork. |

During judging all participants will be asked to convene to the stage for the raffle and special musical performance.

OTHER EVENT INFORMATION

LINK TO VOLUNTEER SIGN-UP FORM:



<https://cityofpomona.typeform.com/CF-Volunteer>

We appreciate all the support from our volunteers!

- Each participant must complete a participation form.
- The forms for Participating and Volunteering will remain open until October 31, 2024, by 5PM or close after all spots have been filled.
- If you miss the registration deadline, you may show up the morning of the event and check if there is still space to join.
- Four (4) participants are the maximum number of participants on STUDENT and MULTI-AGE Teams.
- Each participant receives one box of pastel chalk, an event t-shirt, and breakfast while supplies last!
- Rain date is for if it rains the day of the event, we will switch to November 16, 2024.
- Saturday School credit available at participating PUSD sites.
- Please note that by being present at this festival you are giving permission to be a part of any photos or video captured at this event to be used by the City of Pomona as desired.

For additional information please contact the City of Pomona's Planning Division by emailing PublicArt@pomona.gov or calling (909) 524-8985, Mon-Thur, 8am – 6pm.
Para información en Español llame (909) 620-3634.





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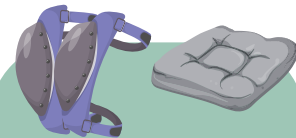
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RECOMMENDED SUPPLIES

The following is a supply list that is recommended for all participants to review and consider bringing to the event. If you have any questions, please reach out to us!



A piece of fabric or cardboard to sit or stand on to avoid smearing your work.



A soft towel, gardener's pad, or knee pads to kneel on.



Additional chalk, especially if you need a lot of a certain color. Chalk must be water soluble.



Additional Chalk colors will be provided while supplies last.



Chalk Paint: Non-drinking water, Cups, plastic baggies, small mallet, and brushes.

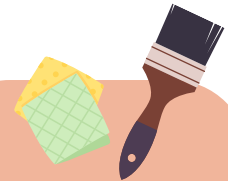
STRONGLY RECOMMEND COMING WITH PRE-CRUSHED CHALK.



Non-drinking water and old towels or rags to clean up design and hands as necessary.



Masking tape for creating sharp borders or geometrical shapes.



A chalkboard eraser, foam, terry cloth, or shortcut brushes for blending large areas of color.



Cotton, Latex, or Nitrile gloves to protect your fingertips and assist in blending colors.



Sunscreen, sunglasses, and a hat.

Bring your own Re-usable water bottle!

FREE drinking water provided by the City's Water Resources Department!



Canopies (10'x10' maximum), tables (4'x2' maximum) and folding chairs are permitted, BUT please remain mindful of surrounding participants and walk ways.



Food will be available for purchase, however, please feel free to pack a lunch and snacks!





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EVENT MAP

Map to be updated the day of the event!

Families/Teachers/Teams if you would like to set up an area to sit and wait for your students or other participants, please expect to set up outside of the chalking areas. Canopies may be set up to cover participants, but we must keep designated walkways clear.



Parking –
 VPD Lot 10 (between Shaun Diamond and 1st St.)
 Main Street (Street Parking)
 1st Street (Street Parking)
 VPD Lot 7 (Corner of 3rd st & Main St.)
 VPD Lot 6 (Corner of 3rd st & Park Ave.)



| | |
|--------------------|------------------|
| BARRIER / CLOSURE | INTERACTIVE AREA |
| RESTROOMS/SINK | STAGE |
| REGISTRATION/WATER | CHALK AREAS |
| FOOD VENDORS | |