

LA BELLA STRADA

Del Ray's Second Annual Street Painting Festival



to benefit
The Del Ray Montessori School

families and individuals can participate in making their own colorful work of art.

EVENT OVERVIEW

La Bella Strada is a modern street painting festival that originates from an ancient Italian art form. We believe it will become another signature event to continue making Del Ray one of the most sought-after neighborhoods and shopping venues in Metro DC.

This unique event takes place along Mt. Vernon Avenue throughout the day on **Saturday, May 13, 2017**. The festival brings artists, energetic volunteers, and local businesses together to enliven our cottage neighborhood with vibrant colors, crowd-drawing masterpieces, and a one-of-a-kind experience of witnessing the creation of large-scale chalk paintings directly on the sidewalks. Similar festivals have successfully brought splendor and visibility to communities around the world.

La Bella Strada in Del Ray will also feature a Casa de Bambini ("Children's House") area to provide a space for young artists to create a collective chalk masterpiece of their own, as well as designated sidewalk squares where

Become a Sponsor

Join fellow Del Ray individuals, businesses, and families by sponsoring La Bella Strada. As a sponsor, you create the opportunity for a professional artist or community group to design a one-of-a-kind work of art using artist-grade chalk. The artists will attract onlookers along Mt. Vernon Avenue while they create their colorful masterpieces, which may take from two to five hours. After the festival day, spectators can enjoy all of the finished pieces for days or even weeks in good weather.

A few reasons to consider sponsoring this fabulous event:

- Reinforces your company name within Del Ray and the surrounding community.
- Builds customer loyalty by announcing your commitment to the local community and the arts.
- Drives patrons directly to your business's front door.
- Introduces new families and individuals to Del Ray.
- Entices individuals to enjoy the art, shop, and dine for days, even weeks beyond the festival day.
- Supports local school children at The Del Ray Montessori School.

All proceeds will help fund The Del Ray Montessori School's capital campaign for a larger, more permanent home. We invite you to share our passion for Montessori education in Del Ray, and hope you will join us.

Established in 2011, The Del Ray Montessori School (a 501c3 non-profit) was built out of passion for education and community from families that live, work, and play here in Del Ray. The Montessori education is founded on nurturing a lifelong love of learning in an environment that supports the optimum development of children and families. In keeping with the Montessori philosophy, this innovative festival fosters a love of learning through creativity and art for the whole neighborhood, and creates a new signature event for Del Ray that makes our community an ideal place to live, work, and play.

Sponsorship Levels

Presenting Sponsor - \$10,000 *[Exclusive sponsorship opportunity.]*

Benefits:

- Event naming rights under the title, "Presented By."
- Sponsorship for two 10' x 10' artist's squares. Premier placement.
- Logo recognition on all promotional materials under sponsor title, such as event website, Facebook event page, invitation, electronic and printed communications, and signage. Prominent placement.
- Logo recognition on signage accompanying sponsored artists' artwork.
- First choice of artists and artwork placement. Choice of professional artist or community group.
- Onstage recognition at event and opportunity to address guests.
- Opportunity to present artists' awards.
- Opportunity to run a special activity or promotion the day of the event. We will promote any special promotions prior to and during the event.
- Signed color photographs of sponsored artists' artwork.



Casa de Bambini - \$5,000 *[Exclusive sponsorship opportunity.]*

The Casa de Bambini ("Children's House") area will provide chalk and space for young artists to create a collective masterpiece of their own.

Benefits:

- Logo/name featured prominently in the Casa de Bambini area of the event.
- Logo recognition on all promotional materials under sponsor title, such as event website, Facebook event page, invitation, electronic and printed communications, and signage.
- Logo recognition on signage accompanying children's artwork.
- Onstage recognition at event.
- Opportunity to run a special activity or promotion the day of the event. We will promote any special promotions prior to and during the event.
- Color photograph of children's artwork.

Patron of the Arts - \$2,500

Benefits:

- Sponsorship for one 10'x10' artist square. Premier placement
- Logo recognition on all promotional materials under sponsor title, such as event website, Facebook event page, invitation, electronic and printed communications, and signage.
- Logo recognition on signage accompanying sponsored artist's artwork.
- Choice of artist and artwork placement. Choice of professional artist or community group.*
- Onstage recognition.
- Opportunity to run a special activity or promotion the day of the event. We will promote any special promotions prior to and during the event.
- Signed color photograph of sponsored artist's artwork.

Grande Sponsor - \$1,000

Benefits:

- Sponsorship for one 10' x 10' artist's square.
- Logo recognition on all promotional materials under sponsor title, such as event website, Facebook event page, invitation, electronic and printed communications, and signage.

- Logo recognition on signage accompanying sponsored artist's artwork.
- Choice of artist and artwork placement. Choice of professional artist or community group.*
- Opportunity to run a special activity or promotion the day of the event. We will promote any special promotions prior to and during the event.
- Signed color photograph of sponsored artist's artwork.

Medio Sponsor - \$500

Benefits:

- Sponsorship for one 5'x 5' artist's square.
- Name recognition on all promotional materials under sponsor title, such as event website, Facebook event page, invitation, electronic and printed communications, and signage.
- Logo recognition on signage accompanying sponsored artist's artwork.
- Choice of professional artist or community group.
- Opportunity to run a special activity or promotion the day of the event.

Family or Individual Square - \$100

Benefits:

- Sponsorship for one 5' x 5' artist's square.
- Artist-grade chalk to use to make the drawing.

Supporter - \$25+

A gift to support La Bella Strada will ensure this beautiful art event becomes an annual tradition in Del Ray.

**Artists' spots are available on a first-come, first-served basis based on sponsorship level and sign-up date. Artwork sites are placed throughout Del Ray mostly along or adjacent to Mt. Vernon Avenue.*

Payment Information *The Del Ray Montessori School is a 501c3 non-profit. Your donation is 100% tax-deductible.*

Sponsor/Donor Information

Sponsorship Level/Donation Amount: \$ _____

Sponsor/Donor Name: *As you would like it to appear on program-related materials.*

Contact Name: _____

Address: _____

Phone: _____ **Email:** _____

Pay By

- Check:** Make check payable to *The Del Ray Montessori School, 100 East Windsor Avenue, Alexandria, VA 22301*
- Credit Card:** donate online at www.thedelraymontessorischool.com



Contact Information

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