



DEAR ARTIST,

WE INVITE YOU TO PARTICIPATE IN THE CHALK ART GALLERY AT THE FESTA DI PENINSULA STREET FAIR ON JULY 22, 2007. THE FESTA STREET FAIR IS THE LARGEST ONE-DAY EVENT IN SAN MATEO COUNTY, DRAWING OVER 50,000 PEOPLE TO THE DOWNTOWN SAN MATEO AREA. THE EVENT KICKS OFF WITH A LIVELY PARADE AND CONTINUES WITH MORE THAN 200 ARTS & CRAFTS BOOTHS, FOOD AND BEVERAGE VENDORS, EXHIBITS, AND A COLORFUL CHALK ART GALLERY.

ABOUT THE CHALK ART GALLERY

CHALK ART/STREET PAINTING/OR ART OF THE MADONNARI IS AN ITALIAN TRADITION DATING BACK TO THE 16TH CENTURY. ARTISTS SOUGHT PATRONS BY DRAWING IMAGES OF THE MADONNA OUTSIDE CATHEDRALS, HENCEFORTH THEY WERE CALLED MADONNARI. WE INVITE YOU TO BECOME A MADONNARI AND RECREATE A FAMOUS MASTER'S WORK OR CREATE AN EPHEMERAL ASPHALT CANVAS OF YOUR OWN IN THE "SPIRIT OF ITALY". SINCE THE INAUGURAL CHALK ART GALLERY IN 2000, THE GALLERY HAS GROWN IN POPULARITY AND SIZE AND HAS BECOME AN INTEGRAL PART OF THE ENTIRE FESTIVAL. LOCAL AND REGIONAL PAPERS HAVE CONSISTENTLY FEATURED THE COLORFUL WORK OF THE CHALK ARTISTS PROMINENTLY IN THEIR PENINSULA NEWSPAPER SECTIONS. THIS YEAR, WE ARE STRIVING TO CREATE A QUAINT PIAZZA-LIKE ENVIRONMENT AND SHOWCASE THE BEST STREET PAINTING BY TALENTED LOCAL ARTISTS.

HOW TO PARTICIPATE

IF YOU WOULD LIKE TO PARTICIPATE, PLEASE FILL OUT THE ENCLOSED ARTIST APPLICATION AND MAIL IT BACK TO THE FESTA FOUNDATION. THERE IS NO FEE FOR ARTISTS. BE SURE TO LET US KNOW WHAT SIZE SQUARE YOU PREFER. SIZES ARE 4' x 6', 6' x 6', 6' x 8' OR 8' x 8'. IF YOU CAN PROVIDE YOUR OWN SPONSOR PLEASE LET US KNOW, OTHERWISE AN ARTIST SPONSOR WILL BE PROVIDED TO YOU. THE SPONSOR NAME WILL BE HANDSOMELY INSCRIBED ABOVE YOUR ARTWORK.

PLEASE PLAN TO ARRIVE THE DAY BEFORE THE FESTIVAL, SATURDAY, JULY 21 TO CHECK IN AND PICK UP YOUR ARTIST GIFT BAG FILLED WITH CHALK, KNEE PADS AND OTHER SUPPLIES. THE CHALK ART BOOTH WILL BE LOCATED IN THE BACK OF TRAG'S SUPERMARKET, 303 BALDWIN STREET AND "B" STREET. ORGANIZERS WILL BE ON HAND BEGINNING AT 10:00 A.M. TO CHECK YOU IN AND ESCORT YOU TO YOUR SQUARE. YOU ARE THEN FREE TO BEGIN SKETCHING OUT YOUR MURAL. A FESTIVE LUNCH WILL BE PROVIDED TO ARTISTS BETWEEN 12:30-2:30 P.M.

ON THE DAY OF THE FESTIVAL, SUNDAY, JULY 25, PLEASE ARRIVE BY 9:30 A.M. TO CONTINUE WORKING ON YOUR MURAL. PLEASE KNOW THAT ALL ARTWORK MUST BE APPROPRIATE FOR ALL AGES AND NO WORDS OR SYMBOLS INTENDED AS ADVERTISING MAY APPEAR IN THE IMAGE. THE GALLERY IS NOT A COMPETITION. YOU WILL ALSO BE PROVIDED WITH LUNCH AND DRINKS ON SUNDAY. THE FESTIVAL WILL LAST UNTIL 7:00 P.M.

BENEFITING THE COMMUNITY

ALL PROCEEDS FROM THIS FESTIVAL BENEFIT THE PROGRAMS OF THE FESTA FOUNDATION, A COMMUNITY FUND THAT RAISES MONEY FOR BAY AREA CHILDREN AND ADULTS WITH DEVELOPMENTAL DISABILITIES. COME SHOW US YOUR TALENT, GAIN EXPOSURE FOR YOUR WORK, MEET OTHER ARTISTS AND SHOW YOUR SUPPORT FOR THE COMMUNITY! IF YOU NEED FURTHER INFORMATION, PLEASE DO NOT HESITATE TO CALL THE FESTA OFFICE AT 650-349-9879.

GRAZIE!

THE FESTA FOUNDATION

63 BOVET ROAD #522 • SAN MATEO, CA 94402

VOICE MAIL: 650.349.9879

Fax: 650.571.1772

INFO@FESTAFUNDATION.ORG

WWW.FESTAFUNDATION.ORG

NON PROFIT TAX ID# 38-3662004

(ii) "USED UNDER LICENSE"



2007 FESTA CHALK ART ARTIST APPLICATION

SATURDAY & SUNDAY JULY 21 & 22
8 AM TO 6PM

DOWNTOWN SAN MATEO ON B STREET BETWEEN TILTON AND 2ND AVENUE

WE INVITE YOU TO PARTICIPATE IN THE CHALK GALLERY BY SPONSORING AN ARTIST. SQUARE SIZES WILL INCLUDE SPACE FOR THE SPONSOR'S NAME, WHICH WILL BE STENCILED IN BY VOLUNTEERS. ALL ARTWORK WILL BE APPROPRIATE FOR PUBLIC VIEWING BY ALL AGES. ALL PROCEEDS BENEFIT THE FESTA FOUNDATION AND HELP RAISE MUCH-NEEDED FUNDS FOR BAY AREA CHILDREN AND ADULTS WITH DEVELOPMENTAL DISABILITIES.

ARTIST NAME: _____

ADDRESS: _____

CITY/STATE/ZIP: _____

PHONE (WORK): _____

PHONE (HOME): _____

EMAIL ADDRESS: _____

PLEASE PROVIDE A BRIEF DESCRIPTION OF YOUR CHALK ART IMAGE INCLUDING YOUR PREFERRED SQUARE SIZE: 4' x 6', 6' x 6', 6' x 8' OR 8' x 8'

IF YOU WILL PROVIDE YOUR OWN SPONSOR PLEASE LET US KNOW BY FILLING OUT THE SPONSORSHIP FORM.

- ALL ARTWORK MUST BE APPROPRIATE FOR PUBLIC VIEWING.
- NO WORDS OR SYMBOLS INTENDED AS ADVERTISING MAY APPEAR WITHIN THE IMAGE.
- NO ARTWORK CONTAINING VIOLENCE, GORE OR CONTROVERSIAL IMAGERY IS ALLOWED.
- ONLY CHALK/PASTELS IN A SOLID FORM MAY BE USED FOR THE STREET PAINTING.
- NO ACRYLIC PAINTS, LIQUID PASTELS, ETC. ARE ACCEPTABLE.
- CHALK WILL BE PROVIDED.
- ARTISTS ARE ENCOURAGED TO SIGN THEIR WORK AT THE BOTTOM OF THE IMAGE AREA.
- SPONSOR SQUARES AVAILABLE ARE FIRST COME, FIRST SERVED
- THE CHALK ART GALLERY IS NOT A COMPETITION.

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2007 FESTA CHALK GALLERY SPONSORSHIP FORM

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PLEASE COMPLETE THIS FORM AND MAIL WITH YOUR CHECK TO THE ADDRESS BELOW BY JULY 11.

NAME: _____

COMPANY: _____

ADDRESS: _____

CITY, STATE ZIP: _____

PHONE: _____

EMAIL: _____

I WOULD LIKE TO SPONSOR:

- 4' x 6' SQUARE: \$150.00 6' x 6' SQUARE: \$250.00
 6' x 8' SQUARE: \$350.00 8' x 8' SQUARE: \$500.00

ENCLOSED IS MY CHECK PAYABLE TO "THE FESTA FOUNDATION"

PLEASE CHARGE MY CREDIT CARD BELOW:

CARD NUMBER: _____ EXP. DATE: _____

VISA MC

PLEASE PRINT YOUR FULL NAME AS IT APPEARS ON THE CREDIT CARD:

NAME: _____

SIGNATURE: _____

DONATIONS ARE NON-REFUNDABLE. THE FESTA FOUNDATION IS A 501(C)(3) NONPROFIT FOUNDATION. YOUR GIFT IS TAX DEDUCTIBLE UNDER NON PROFIT TAX ID# 38-3662004

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