THE MARKETPLACE

The Marketplace is made up of artisan goods and foods:

1. Artisan Booths feature handmade artwork and goods (jewelry, pottery, paintings, soaps/lotions, and more) created by a hand-selected group of vendors.

2. Food Booths/Trucks featuring food for purchase from a hand-selected group of local food vendors.

The cost of a 10' x 10' booth is $75. Vendors who would like to participate in the Marketplace should complete our online application form (be prepared to upload photos of your wares or describe your food). This is a juried event, and we will be reviewing each application and making a decision based on the quality and variety of goods. There are a limited number of Marketplace spaces; submit your application early! The application deadline is Friday, August 26, 2022 (registration may close early based on number of applications).

Event spectators are encouraged to support our artists and purchase some incredible and unique handmade products. Do some early Christmas shopping and support local artists and ATV!

QUESTIONS ABOUT THE MARKETPLACE?
Email: marketplace@pastelson5th.org

FOR MORE INFORMATION:
Amanda Waddell, 719.504.3341
coordinators@pastelson5th.org • www.pastelson5th.org

THANK YOU TO OUR PREMIER SPONSORS:

IN PARTNERSHIP WITH:

City of Loveland
LOVELAND MUSEUM
LOVELAND ARTS AND CULTURE

Pastels on 5th St.
LOVELAND, CO

A benefit for Alternatives to Violence

sidewalk chalk art :: live music :: food :: kids area :: free

Saturday, September 10, 10am-5pm

5th Street between Cleveland & Lincoln Avenue, Loveland, Colorado

Adjacent to the Loveland Museum
Pastels on 5th, Loeand, CO

A benefit for Alternatives to Violence
Join us Saturday, September 10, 2022!

Pastels on 5th is a free, community-wide, family-friendly, sidewalk chalk art festival that highlights one of Loveland’s most distinguishing features—its internationally renowned arts community. The event features artwork created right on the sidewalk by 150+ local and regional artists. We turn downtown Loveland into a huge and colorful sidewalk gallery!

Pastels on 5th includes great live music, delectable food vendors, a Marketplace with handmade artwork and goods, and a kids art area where kids get to try out their chalk art skills. Plus, event spectators get to vote for their favorite works of art at our People’s Choice voting booth.

ARTIST INFORMATION
As a Pastels on 5th artist, you will be the highlight and main feature of this event! Artists have creative license with their piece of sidewalk chalk art. Not only will your artwork be on display for over 3,500+ attendees to see, you will also be giving back to the community while doing what you love! Meet other amazing artists, support Alternatives to Violence, and be part of this Loveland tradition! Deadline to register is Friday, August 26, 2022.

• There is a $10 fee for artists to participate - artists do not have to find a sponsor.
• We provide a 24-color set of Koa pastels (these are approved by the City of Loveland and the only pastels allowed at the event). Please DO NOT bring your own pastels or you will not be eligible for any of our event awards.
• Breakfast and lunch (one lunch ticket per registered artist) are provided.
• You bring your art pads, brushes, your inspiration and creativity.
• Professional, amateur, and student artists are encouraged to participate (artists can work in teams of two or more if they choose).
• Middle school students who do not have their own sponsor will NOT be assigned a sponsor and will be put with other middle school students in the Young Artist Area (unless part of a student art club - see below).
• Artwork must be appropriate for a family event—no adult themes, nothing political.
• Artists must upload samples of your artwork when you register for the event.

Student Art Clubs
Middle and High School student art clubs/classes are invited to participate. There are a limited number of spaces reserved for school groups. Each group needs a designated leader/instructor and can consist of no more than 12 students. Groups need to sponsor their own art square ($150).

JURYED AWARDS
Each year judges select their favorite works of art in our juried art awards. Artwork is judged based on composition, creativity, ability with medium, and originality. The juried awards are sponsored by Jerry’s Artarama Fort Collins, and include cash prizes for the winning artists!

• 1st prize - $300
• 2nd prize - $150
• 3rd prize - $100
• Young Artist award - $50

PEOPLE’S CHOICE AWARDS
Event spectators get to participate by voting for their favorite works of art in our People’s Choice Awards. Invite all of your friends and family members to come vote for you! $1 per vote — we will also have online voting available!

SPONSOR INFORMATION
Each sidewalk art square is sponsored by an area business; corporation; service club; school; church; or individual patron of the arts. The sponsor’s name appears at the top of each piece of sidewalk art. Sponsors may provide their own artist or be matched with a participating artist prior to the event.

The deadline to register for the event is August 26th, 2022!

**Presenting Sponsor: $10,000**
• Pastels on 5th will be “presented by” your company
• 6x6 square with sponsor name
• Name on “Sponsor” page of website
• Name and logo on our homepage, event advertising and event t-shirt (July 22nd deadline)
• Option to hang sponsor banner at the event

Premier Sponsor: $1,000-$5,000
• 6x6 square with sponsor name
• Name on “Sponsor” page of website
• Name and logo on our homepage, event advertising and event t-shirt (July 22nd deadline)
• Option to hang sponsor banner at the event

Event Sponsor: $500
• 5x6 square with sponsor name
• Name/logo on the event poster (July 22nd deadline)
• Name on “Sponsor” page of website

Square Sponsor: $150
• 4x4 square with sponsor name
• Name on “Sponsor” page of website

Your contribution is tax-deductible to the fullest extent allowable by law. Should the event be cancelled due to extreme inclement weather, no refunds will be issued. Sponsors are encouraged to provide branded material, coupons, promotional items, etc. for the artist bags.

QUESTIONS ABOUT BEING A SPONSOR?
Email: coordinators@pastelson5th.org

QUESTIONS ABOUT BEING AN ARTIST?
Email: artists@pastelson5th.org

EVENT SCHEDULE
8am - 10am: Artist Check-In (Breakfast provided)
10am – 5pm:
• Artist Marketplace (featuring food and artisan vendors)
• Live Music
• Kids Art Area
• People’s Choice Voting
4:30pm: Awards Announced & current People’s Choice counts
A gallery of all artwork and voting will be available on our website - watch for more details