



# Chroma Zone Mural & Art Festival

---

Creative Enterprise Zone, Saint Paul

## 2024 SPONSOR PACKAGES

*Will you join us this year?*

A large red square with a white border, containing the text "Fun. Edgy. Dynamic. Real. Imaginative." in white.

Fun. Edgy.  
Dynamic. Real.  
Imaginative.

# Public Art + Community = Chroma Zone

Est. 2019

Chroma Zone is a celebration of public art and community in Saint Paul.

Chroma Zone advances creative, cultural, and economic development by:

- Supporting & connecting creative people and businesses
  - Paying artists and ensuring full representation
  - Raising the visibility and awareness of the Zone as a place of creativity and innovation
  - Fostering greater community well-being and belonging
-

5 Years,  
66 artists,  
55 murals  
& numerous  
free public  
events

**2023 CHROMA ZONE MURALISTS**

**2023 CHROMA ZONE MURALISTS**

- CEY ADAMS
- MARIELA AJRAS
- VALENTINO • BIANCHINI
- CHUCK U
- PRISCILA DE CARVALHO
- FADJARI
- MR. KUI
- ARTICROP
- BIAFRA, INC.
- EWOK
- MARTZIA THOMETZ
- ERIC GARCIA
- BEATRIX\*JAR
- REGGIE LEFLORE
- KEE REITER
- WUNDER & RYOE
- WITT SIASOCO
- WES WINSHIP
- PEYTON SCOTT RUSSELL
- ROCK CYFI MARTINEZ
- MARLENA MYLES
- AARON JOHNSON-ORTIZ
- MISSY WHITEMAN
- KATERINA KNUTSON
- MISKITOOS GARCIA
- KAO LEE THAO
- THOMASINA TOPBEAR
- ALEX GAITER SMITH
- TAYLOR BERMAN
- JENNIFER DAVIS
- JOSE DOMINGUEZ
- MAIYA LEA HARTMAN
- YOTAN HENRIQUEZ
- HIBAQA IBRAHIM
- GENO OKOKI
- RODRIGO ORATE
- POVI MARIE
- POVI MARIE

**2023 CHROMA ZONE MURALISTS**

- JOY SPIKA
- FEW AND FAR
- WUNDR & BIAFRA
- BLACK DAZE
- FOCUS SMITH
- JORDAN M. HAMILTON
- TOM JAY
- DAREN HILL
- ND-ONE
- LESLIE BARLOW
- HEND AL-MANSOUR
- PHILIP DYAULI
- SYDNEY JAMES
- MAX SANSING
- WES WINSHIP
- MICHAEL ENGBRETSON
- ROBERT WOZNIAK
- LYNDA GRAFITO

**2023**

MANY THANKS TO OUR  
**CHROMA ZONE SPONSORS**

**WYCLIFF** **MIDWAY MILE** **MARK AT WORK**

**DC 8C** **REAL CITY** **The Design Center**

**NewBooks** **Wet & Paint** **boosterapparel**

**THE MASON** **poster** **MULTIFAMILY**

**EQUIP** **TERESA FERRA**

**CHROMA ZONE** **PRESENTED BY** **CURATED BY**

**MURAL & ART FESTIVAL** **CREATIVE ENTERPRISE ZONE** **FORECAST**

**CHROMAZONE.NET FOR ARTIST INFO**

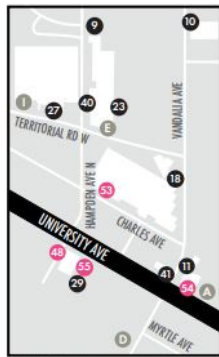
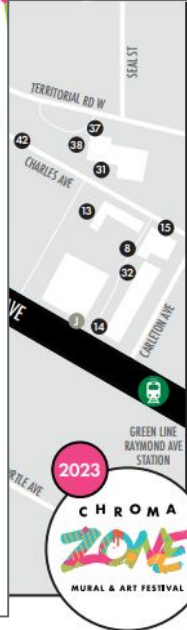
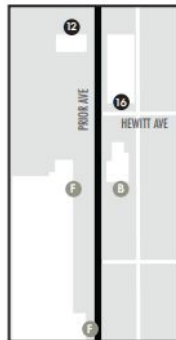
**INDEPENDENT MURALS**

- BROKEN CROW
- OCHS & FINNIAN
- MIDWAY CREATIVE
- ERIK PEARSON
- RED CAN GRAFFITI JAM
- WINSHIP & MAMATEK
- NICK MAMATEK
- ANDREW BRODER
- KADA GOALEN
- THOMASINA TOPBEAR

# MURALS ON GOOGLE MAPS



**NORTH** **MAP SCALES VARY**



VIA UNIVERSITY AVE  
RAYMOND AVE TO PRIOR AVE IS 0.8 MILES  
@ 18 MINUTE WALK



MURAL 12 IS 0.7 MILES NORTH OF  
UNIVERSITY AVE VIA PRIOR AVE



September 6, 2023 10:40 PM

©2023 CREATIVE ENTERPRISE ZONE • CREATIVEENTERPRISE.ZONE.ORG

# In Minnesota's only Creative Enterprise Zone

The **Creative Enterprise Zone (CEZ)** is a city-recognized district *and* a nonprofit organization dedicated to attracting and supporting creative people and businesses to #MakeItHere.

Located mid-city between two downtowns, the Zone is home to hundreds of creative makers and entrepreneurs, a transportation hub, and a growing residential community.



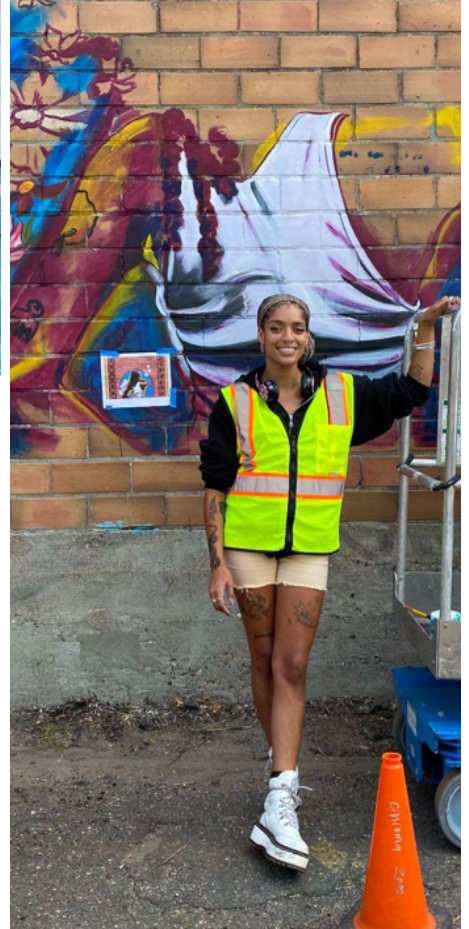
# Watch Us Sizzle....

2023

Click to  
Watch









**2024**  
**Programs &  
Events**

**Sept. 19-21**





# 3+ Days of Free Public Events

- Artist talks / panels
- Live painting
- Mural tours
- Artist Meet & Greets
- Family-friendly art activities
- Live music
- On-site sponsor activations & more!







# Artists & Walls

Curated / by invitation only. (March/April)

Strict all artists get paid policy.

Commitment to representation by Black, Indigenous, Latinx, Women, LGBTQIA+ and non-binary artists.

Artist curation by Forecast Public Art.

Walls, mural production and program/event oversight by CEZ org.

## 2023 CHROMA ZONE STATS AT A GLANCE

NUMBER OF MURALS  
PRODUCED TO DATE

**55**

PERCENTAGE OF  
LOCAL ARTISTS

**89%**

PERCENTAGE OF  
BIPOC ARTISTS

**77%**

PERCENTAGE OF  
WOMEN ARTISTS

**57%**







# What people are saying...

*"Let's keep this going. The neighborhood is alive  
with positive energy."*

*K. Filter, Dual Citizen Brewing Co.*

*"Wow. Great work. It is amazing to see how your vision has  
come alive through the entire neighborhood!" R. Pakonen, The  
Wycliff"*

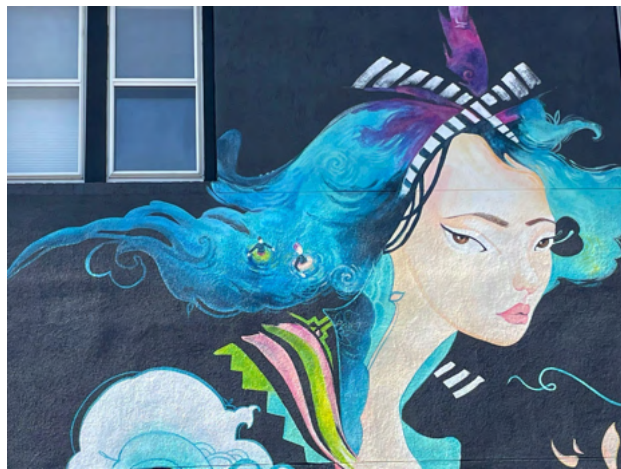
*"The murals tell a story and help me see this is more than a bunch  
of city blocks, it's a community. " P. Dunning, ESABA*

*"The mural is colorful and makes me feel happy. It is truly  
amazing and I love his statement." About Max Sansing @ The  
Wycliff*

*"Living in the Chroma Zone has been fantastic...the colorful  
murals brightening up the neighborhood. I also appreciate the  
representation in the artwork and the diversity in styles that you  
see." C. King, MODA on Raymond resident*

*"Thank you to you and everyone who supports this incredible  
community." Property Manager - The Mason Apartments*

---



# Chroma Zone IMPACT & NEED

Chroma Zone sponsors help:



PROVIDE  
PAINT,  
SUPPLIES &  
OTHER  
MATERIALS



HOST  
LOCAL &  
NATIONAL  
ARTISTS



RENT LIFTS  
& OTHER  
EQUIPMENT

- PAY ARTISTS & PERFORMERS
- Host FREE public events & tours
- Welcome more people in our community and businesses
- Present inclusive narratives
- Inspire dialogue and learning
- Add more beauty and wonder to our streets
- Provide artists creative control
- Connect people to art and artists
- Connect people to place
- Showcase and elevate artists





## Attendance:

Public Programs: 750+  
CEZ Visitors: 18,000+  
SAP Residents: 9,900+  
University Ave Commercial  
Corridor : 15,200+

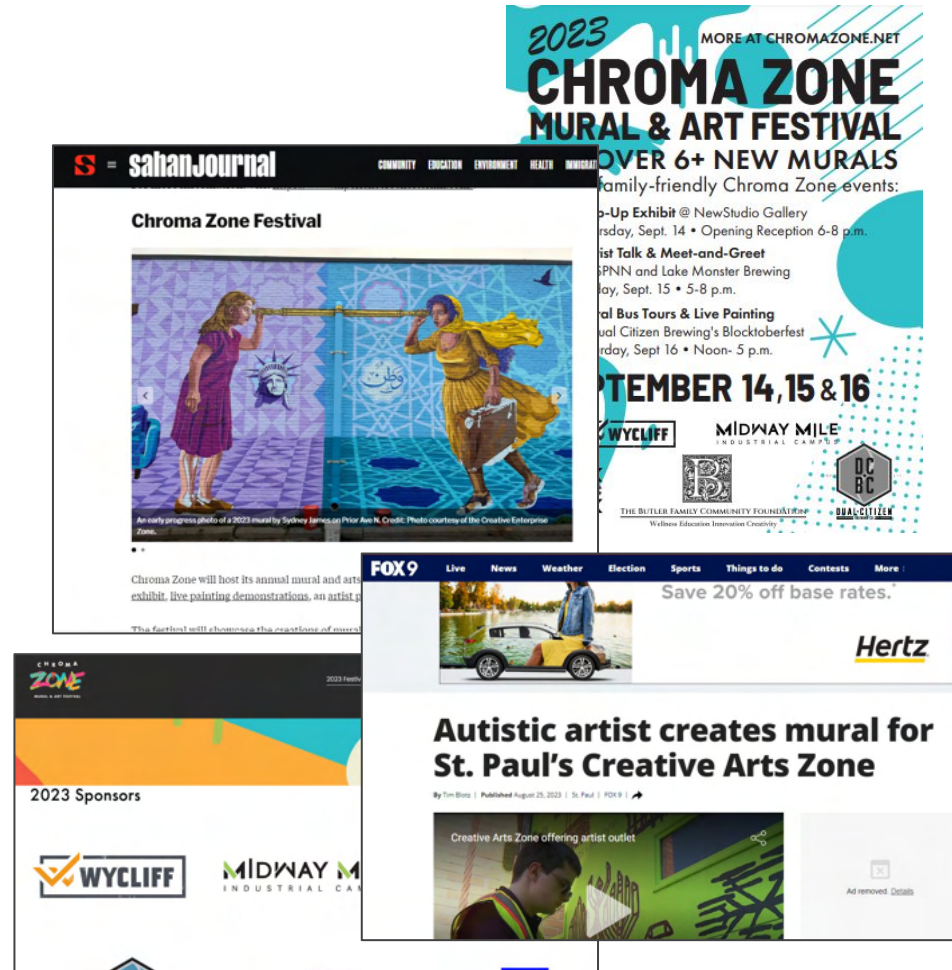
Art in public places  
draws a wide audience  
& removes barriers  
that limit access.

**Chroma Audience:** Urban art lovers and adventurers, area residents and businesses, creatives from the greater Twin Cities metro, and connection seekers.



# Marketing & Promotions

- Monthly CEZ **e-newsletters** (6 x 1,758 per issue)
- Online **mural maps** for self-directed tours -
  - [chromazone.net/maps](https://chromazone.net/maps)
- Boosted **social media** posts on Facebook & IG
- On-site **sponsor and event** signage
- Press releases, **media outreach**, and **photos ops**
- Community **event flyers and outreach** materials
- **Online and print advertising** in local media outlets
- **Earned media** through publicity and outreach
- **In-person interactions** at events & guided tours
- Video **documentation**-
  - <https://www.youtube.com/@chromazonemurals>
- **Web pages** [chromazone.net](https://chromazone.net) & [creativeenterprisezone.org](https://creativeenterprisezone.org)





# 2024 Sponsor Packages

# Visibility & Benefits

Meet key business, marketing  
and outreach goals.

Brand Visibility - *raise your profile!*

Community Engagement - *connect to  
people and place!*

Interaction - *meet people where they are!*

Relationships - be a known leader and  
gain competitive edge

Access and insight - *get noticed &  
generative positive brand perception*

**Show your support for local arts,  
culture, and community!**

---

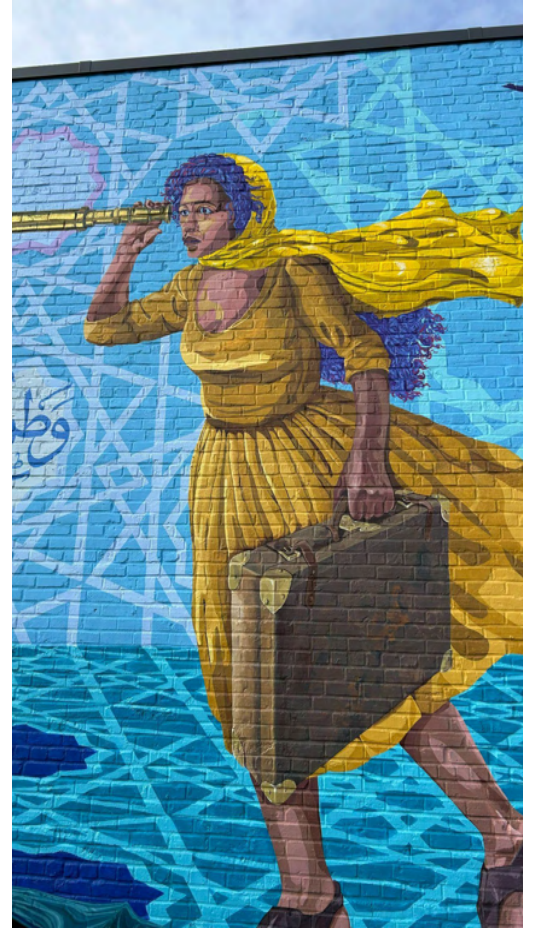
# Sponsor Levels

**\$25,000**

## **Presenting / Title - Highest Recognition & Access**

- “2024 Chroma Zone Festival presented by [Your Name/Company]” on all materials and uses
- Prominent logo/name recognition on all printed materials, signage advertising, posters and banners, e-newsletters, and website.
- Opportunity to speak at festival reception/ events
- Opportunity to display and/or post banner at festival events
- Opportunity to sample products or distribute promotional materials
- Opportunity to provide mural wall (subject to location & suitability)
- Prominent recognition on socials and in press materials
- Invitations and access to all festival programs and events
- Private mural tour and/or artist Meet & Greet
- Chroma Zone merch (as available)





# Sponsor Levels

## \$20,000+    Level 1 - High Recognition & Access

- Highest level of recognition and access after “presenting” sponsor
- Prominent logo/name recognition on festival signage
- Prominent logo/name recognition on festival maps
- Opportunity to host or display at festival events
- Opportunity to sample products and/or promotional materials
- Opportunity for mutually agreed upon promotions or outreach
- Opportunity for festival mural (*subject to location & suitability*)
- Verbal recognition by the festival with opportunity for remarks
- Prominent logo/name recognition on homepage, sponsor page, e-communications, social media and in press materials
- Invitations and access to all festival programs and events
- Chroma Zone merch (as available)

# Sponsor Levels

## \$15,000+ Level 2 - Second Tier of Recognition & Access

- Second highest level of recognition and access after level one
- Prominent logo/name recognition on festival signage
- Prominent logo/name recognition on festival maps
- Opportunity to host or display at festival events
- Opportunity to sample products or distribute promotional materials
- Opportunity for festival mural (*subject to location & suitability*)
- Verbal recognition by the festival with opportunity for remarks
- Prominent logo/name recognition on homepage, sponsor page, e-communications, social media and in press materials
- Invitations and access to festival programs and events
- Chroma Zone merch (as available)

# Sponsor Levels

## \$10,000+ Level 3 - Third Tier of Recognition & Access

- Third tier level of recognition among sponsors and funders
- Logo/name recognition on festival signage
- Logo/name recognition on festival maps
- Opportunity to host or display at festival events
- Opportunity to sample products or distribute promotional materials
- Opportunity to provide mural wall (*subject to location & suitability*)
- Recognition online, e-communications, socials and press materials
- Invitations and access to festival programs and events
- Chroma Zone merch (as available)



# Sponsor Levels

## \$5,000+      Level 4 - Supporting Recognition & Access

- Supporting level of recognition among sponsors and funders
- Opportunity to sample products or distribute promotional materials
- Opportunity to provide mural wall (*subject to location & suitability*)
- Recognition on select webpage pages, e-communications, signage, socials, and printed materials
- Logo/name recognition on festival maps
- Invitations and access to festival programs and events
- Chroma Zone merch (as available)

# Sponsor Levels

## **\$2,500+    Level 5 - Supporting Recognition & Access**

- Supporting level of recognition among sponsors and funders
- Opportunity to sample products or distribute promotional materials
- Recognition on select printed and online materials
- Recognition in select social and e-communications
- Invitations and access to festival programs and events

## **Donated Good & Services**

## **In-kind Recognition & Access**

- Opportunity to provide goods and/or services in support of the festival in exchange for recognition and access
- Donations include products, services, equipment, venue use, skilled labor, advertising or promotion, and volunteers.



# 2024 Festival timeline

Sponsor/funder deadline: Feb 28

Artist & Wall selection (March-April)

Artist & Sponsor Announcement  
(May)

Mural production begins (May/June)

Monthly mural tours (June - August)

Festival public programs & events  
(Sept 19, 20 & 21)

---

# More Murals, More Programs, More Community, & Connection

Join us as a 2024 Sponsor and  
make this year's festival our best  
Chroma Zone yet!





# Contact

**Angela Casselton**

[director@creativeenterprisezone.org](mailto:director@creativeenterprisezone.org)

Cell. 612.205.7915

Office. 651.243.0360

[Chromazone.net](http://Chromazone.net)

[Creativeenterprisezone.org](http://Creativeenterprisezone.org)

#CEZMSP #MakItHere

