

2019 HARRISBURG MURAL FESTIVAL

Let's make Harrisburg more vibrant
ONE WALL AT A TIME

We are a citywide mural project working to create vibrant community murals across Harrisburg. We wish to inspire civic pride, encourage community engagement and beautify our city by creating original art for our neighborhoods.

SPROCKET MURAL WORKS

Since forming in 2014, Sprocket Mural Works has painted, commissioned, and collaborated on 70 pieces of public art in the Greater Harrisburg Region, paid 50+ artists, engaged 50+ businesses and community organizations, and worked with 300+ volunteers.



GET IN TOUCH:

hello@sprocketmuralworks.com

www.sprocketmuralworks.com

[@sprocketmuralworks](https://www.instagram.com/sprocketmuralworks)



2019 Harrisburg Mural Festival: August 30-Sept 8

10 MURALS IN 10 DAYS

Sprocket Mural Works' Harrisburg Mural Festival is 10 days of focused city beautification through the creation of 10 murals in the fall of 2019. In addition to the painting of murals, the festival will start with a kickoff event, feature artists talks and meet and greets, and end with a grand community celebration.



Mural by Craig Welsh. Located at 1307 N 3rd Street, Harrisburg.

WHY A MURAL FESTIVAL?

A mural festival allows Sprocket Mural Works to maximize:

OUR EFFORTS.

In the past, Sprocket has coordinated projects on an individual basis. As a volunteer run organization, planning a festival allows us to more efficiently coordinate all 10 murals together, as one comprehensive project.

OUR FUNDS.

We will be purchasing supplies and renting equipment in bulk. This means better pricing per item, maximizing our donations and sponsorship dollars.

OUR EXPOSURE.

One mural going up may get media coverage; 10 going up at once is undeniable. This results in increased visibility for our artists, Sprocket and our sponsors.

OUR CREATIVITY.

Working with artists from around the country, the region, and the city will create spaces for positive expression. When you mix that with our community, we are sure to have an influx of creative ideas, for murals and beyond.

OUR PARTNERSHIPS.

We've worked with a lot of great individuals and organizations. Partnering on this scale allows us to connect the dots for even more meaningful collaborations, aligning with people who want to see Harrisburg shine.

OUR COMMUNITY.

We receive many requests to paint murals at a specific locations or on specific topics. A mural festival allows us to engage our community and their desires for art on our grandest scale yet.

Help from our community is crucial in making Harrisburg Mural Festival a success. We are currently looking for:

PARTNERS & SPONSORS, WALL OWNERS, VOLUNTEERS



Artist Key Detail. Located at 1519 N 3rd St, Harrisburg

TRAILBLAZER - \$15,000

- Full Sponsorship of a single mural
- Collaborate with Sprocket on a mural “theme” that most benefits the community and aligns with company core values
- 12 tickets to our VIP event
- Opportunity to address attendees from stage at final celebration
- Company Recognized in Sunday Email Blasts by TheBurg
- Logo displayed on festival mainstage banner signage
- Logo displayed on festival entrance banner signage
- Logo displayed at 10 murals throughout the festival
- Logo displayed on teaser signage placed at 10 mural sites in August
- Logo displayed on Midtown Cinema still advertisements on all screens in July & August & September
- Recognition on TheBurg’s Facebook posts promoting the event
- Logo (with link to company website) on the Festival website
- Ads in HBG Mural Festival program, which will be inserted into TheBurg and distributed throughout the region in August
- Logo placement on 2 page Print Ad in TheBurg (will run in July, Aug & Sept.) marketing the HBG Mural Festival
- Recognition on HBG Mural Festival Map
- Recognition on HBG Mural Festival t-shirts
- Recognition on HBG Mural Festival posters



Artist Dan Black. Located at 313 Market Street, Harrisburg.

LUMINARY - \$10,000

- 10 tickets to our VIP event
- Company Recognized in Sunday Email Blasts by TheBurg
- Logo displayed on festival mainstage banner signage
- Logo displayed on festival entrance banner signage
- Logo displayed at 10 murals throughout the festival
- Logo displayed on teaser signage placed at 10 mural sites in August
- Logo displayed on Midtown Cinema still advertisements on all screens in July & August
- Recognition on TheBurg's Facebook posts promoting the events
- Logo (with link to company website) on the HBG Festival website
- Ads in HBG Mural Festival program, which will be inserted into TheBurg and distributed throughout the region in August
- Logo placement on 2 page Print Ad in TheBurg (will run in July, Aug. & Sept.) marketing the HBG Mural Festival
- Recognition on HBG Mural Festival Map
- Recognition on HBG Mural Festival t-shirts
- Recognition on HBG Mural Festival posters



CREATOR - \$5,000

- 8 tickets to our VIP event
- Logo displayed at 10 murals throughout the festival
- Logo displayed on teaser signage placed at 10 mural sites in August
- Logo displayed on Midtown Cinema still advertisements on all screens in July & August
- Recognition on TheBurg's Facebook posts promoting the events
- Logo (with link to company website) on the HBG Festival website
- Ads in HBG Mural Festival program, which will be inserted into TheBurg and distributed throughout the region in August
- Logo placement on 2 page Print Ad in TheBurg (will run in July, Aug. & Sept.) marketing the HBG Mural Festival
- Recognition on HBG Mural Festival Map
- Recognition on HBG Mural Festival t-shirts
- Recognition on HBG Mural Festival posters

Artist Vera Primavera. Located at 213 Locust Street, Harrisburg.



Artist Ralphi Seguinot. Located at 1307 N 3rd Street, Harrisburg.

PATRON - \$2,500

- 6 tickets to our VIP event
- Recognition on TheBurg's Facebook posts promoting the events
- Logo (with link to company website) on the HBG Festival website
- Ads in HBG Mural Festival program, which will be inserted into TheBurg and distributed throughout the region in August
- Logo placement on 2 page Print Ad in TheBurg (will run in July, Aug. & Sept.) marketing the HBG Mural Festival
- Recognition on HBG Mural Festival Map
- Recognition on HBG Mural Festival t-shirts

SUPPORTER - \$1,000

- 4 tickets to our VIP event
- Logo (with link to company website) on the Festival website
- Ad in HBG Mural Festival program, which will be inserted into TheBurg and distributed throughout the region in August
- Recognition on Mural Festival Map
- Recognition on Mural Festival t-shirts



2019 HBG MURAL FESTIVAL

SPONSORSHIP BENEFITS AT A GLANCE

SPONSORSHIP CONTACT:

*If you are interested in sponsoring the 2019 HBG Mural Festival, please contact our Sponsorship Coordinator, Lauren Maurer
Lmills@theburgnews.com / 717.695.2621*

SPONSORSHIP BENEFITS	TRAILBLAZER \$15,000	LUMINARY \$10,000	CREATOR \$5,000	PATRON \$2,500	SUPPORTER \$1,000
Tickets to the VIP kick-off event	12	10	8	6	4
Full Sponsorship of a single mural in Harrisburg	+				
Collaborate with Sprocket on a mural "theme" that most benefits the community	+				
Opportunity to address attendees from stage at final celebration	+				
Company Recognized in Sunday Email Blasts by TheBurg	2 emails	1 email			
Logo displayed on festival mainstage banner signage	+	+			
Logo displayed on festival entrance banner signage	+	+			
Logo displayed at murals throughout the festival	+	+	+		
Logo displayed on teaser signage placed at mural sites in August	+	+	+		
Logo displayed on Midtown Cinema still advertisements on all screens in July & August	+	+	+		
Logo placement on 2 page Print Ad in TheBurg (will run in July, August, & September) marketing the Mural Festival	+	+	+	+	
Recognition on TheBurg's Facebook posts promoting the events	Logo on Image	+	+	+	
Logo (with link to company website) on the Festival website	+	+	+	+	+
Ads in Mural Festival program, which will be inserted into TheBurg and distributed throughout the region in August	Full page	1/2 page	1/4 page	Logo	Logo
Recognition on Mural Festival Map	+	+	+	+	+
Recognition on Mural Festival t-shirts	+	+	+	+	+
Logo displayed on Mural Festival posters	+	+	+		



SPROCKETMURALWORKS.COM

MEGAN CARUSO, CO-FOUNDER
(E) HELLO@MEGANCARUSO.COM
(C) 717.350.1953

JEFF COPUS, CO-FOUNDER
(E) JEFF@JEFFCOPUS.COM
(C) 412.848.1787

**SPONSORSHIP
CONTACT:**

LAUREN MAURER
SPONSORSHIP COORDINATOR
(E) LMILLS@THEBURGNEWS.COM
(C) 717.695-2621

2017 HARRISBURG MURAL FESTIVAL *by Sprocket Mural Works*

Since starting Sprocket Mural Works in 2014, we have witnessed firsthand the power of murals. We have coordinated some amazing projects: from teaching math through art to kindergarteners to empowering entire neighborhoods by addressing blight to elevating the level of public art in the region through local and internationally known artists.

We have learned that creating murals is more than putting paint on a wall; it is about beautifying our community, inspiring civic pride, and connecting with our neighbors. Murals celebrate who we are and encourage us to dream big for the future of our city.

Each time we begin a public mural, people are drawn to the project, and we are always humbled by the positive responses we receive. Spectators come daily to stand and watch the art in progress. Dozens of people go out of their way to say “thank you for what you are doing” or “we need more of this!” People smile, cheer and honk as they pass by. The feedback is constant and consistent. It is clear that our communities are craving more art in public spaces, and mural requests have been pouring in.

We believe the most powerful way to address this need is with a mural festival. Therefore, we will be creating 10 new murals in the city of Harrisburg in 10 days, with community events and celebrations throughout. With over 50 projects under our belts, and the great success of our first mural festival, we are ready to make Harrisburg a truly mural dense city.

We hope you will partner with us in making our city more vibrant and inspired through your support of the 2019 Harrisburg Mural Festival by Sprocket Mural Works.

Sincerely,
Jeff & Meg



Jeff Copus & Meg Caruso, co-founders of Sprocket Mural Works. This was our first artist residency with the Kindergarten Academy in 2015. We created curriculum to reinforce math concepts through art projects and mural making.