

West Michigan Chalk Art Festival / Byron Community Wellness Foundation

West Michigan Chalk Art Festival (WMCAF) is a community event sponsored by Byron Community Wellness Foundation (BCWF) a 501(c)(3) non-profit organization in Byron Center.

Artists from all over the region show their talents in this unique art festival. Its one you don't want to miss. WMCAF is the premier chalk art festival in Michigan and is viewed by thousands of visitors every year and is promoted by a variety of news media throughout the area. The WMCAF is hosted at Tanger Outlet Mall in Byron Township.

WMCAF Business Category

WMCAF and BCWF has created a WMCAF Business Category to help promote local businesses. The WMCAF Business Category offers a great opportunity for local businesses to advertise and promote their business, products and services at a reasonable fee using chalk art as the media.

Entry Fee: Business Category

Entry Fee: \$100

Rules & Guidelines: WMCAF Business Category

- WMCAF Business Category registration will be same as other artists. visit WMCAF.COM
- The Business Category will only be judged only in the Business category.
- Business Category artwork entries will not compete in other main or artistic categories.
- Obtaining a chalk artist is the responsibility of the business.
- Business Category entry may advertise their business in their art work - the art and sidewalk become the promotional material.
- Business specific banners, hanging or standing and promotional brochures are not allowed.
- No product, service or samples can be distributed, set up, demonstrated or involve other artists or guests.
- No tables are allowed.
- Business Category Entries may hand out small business cards (max 4X6) only.
- No food, drink or edible handouts or distribution will be allowed.
- No food or restaurant type business chalk art can be displayed near a Tanger Outlet food vendor.
- All business chalk art entries will be assigned a site by WMCAF staff.
- A business can enter in the main categories but must follow all the usual artist rules and guidelines.
- Other Artist Rules and Guidelines (see wmcaf.com) must be adhered to.
- Suggestion: Guests / visitors may take photos of your artwork and present them at your place of business for whatever promotion or discounts that are available.

WMCAF / BCWF Disclaimer

Business Category information, products or services displayed in the artwork, do not constitute an endorsement of the business, company or service by BCWF, WMCAF or Tanger Outlet Mall.

WMCAF is held on Tanger Outlet Mall property. Tanger Mall management rules will supersede WMCAF / BCWF guidelines and rules and subject to change without notice.

Awards

WMCAF Business Category Entries will be judged by WMCAF management.

A single winner will be recognized in this category at the discretion of WMCAF committee.

Winner will be recognized at the closing awards ceremony and on the WMCAF website.

Sponsorships Available

Additional Sponsorships are also available for the WMCAF event and individual artists. Contact us at info@wmcaf.com or 616-878-6029 or visit WMCAF.com > Sponsor