

You may want to offer a category for INDIVIDUALS or non-related TEAMS of 2-4 Chalkers. This will allow groups of adult friends to participate, as well. Don't forget, sidewalk chalk brings out the child in us all!

Another option would be to set predetermined categories and have Chalkers enter a particular category in advance. Or, use themes as an alternative! How about "What's FUN in your life?" or "Something special about your town," etc. People could enter a specific category when they register in advance.

Whatever option you choose, remember that the focus is on participation and creativity!

YOUTH DEVELOPMENT TIP:

Chalk It Up!™ is an excellent opportunity to utilize older youth as leaders, allowing them to run the program on their own! You can imagine the thrill they will get from planning and implementing an afternoon of activities for young children.

Adults can help out as needed.

B. Sponsorship

At the local level, there are no imitations to the types of sponsors you may obtain. First, you must determine what type of help you need. Is it funding, volunteers, publicity, or prizes that you need? Consider local businesses that may be interested in offering a "Sidewalk Sale" on the same day as your Chalk It Up!™ contest. Local television and radio can promote the event for you, and many civic groups can provide additional volunteer staff, food concessions and/or entertainment to add to festivities.

How about a local art gallery or art supply store sponsoring the event or helping to coordinate it?

It is recommended that you provide specific, detailed benefits to your sponsors and a clear understanding of what it is you want from them, as well. Be sure to show your appreciation by offering sponsors every opportunity for their recognition, especially on all printed materials. Invite them to hang banners at the event, and don't forget to thank them personally when it's over.

BENEFITS TO SPONSORS:

Good for business

Reach new markets

Great for media attention

Everybody loves sidewalk chalk!

Inexpensive

Flexible

C. Publicity

With sponsorship come the need for excellent marketing of the program. The more publicity you can get before, during and after the event, the better. This will ensure that your Chalk It Up!™ contest will be an anticipated ritual every July! It may help to develop a theme for your event, such as the community's 150th birthday celebration, Harvest Celebration, Summer Fun, Safe Kids at Play... you name it!

TIPS FOR MEDIA COVERAGE:

Don't forget to double space your press releases!

Address press releases to appropriate person (use names whenever possible).

Here are some attention-grabbing sample titles:

"Your Town Kids Chalk it Up!™"

"Downtown Sidewalk Art and Sidewalk Sale This Saturday!"

D. Staffing requirements

Select one individual to oversee the program from start to finish as an Event Coordinator, or have a Planning Committee split up the tasks as follows.

Public Relations: media relations including press releases, press kits, thank-you's and sponsor contract/relations.

Volunteers or Staffing: staff to coordinate other volunteer/staff assignments including decorations, setup and cleanup crews and judges.

Equipment and Supplies: staff to obtain, organize and care for all materials needed from setup to takedown time.

Registration: staff to take registrations, answer questions, organize paperwork and prepare awards.

Concessions/Entertainment: clowns with balloons, a disc jockey or local band, face painting and an art show may all be added for a festive atmosphere. Food booths, especially local restaurant involvement, makes the day a true community event.

E. Site Plan

Chalk It Up!™ works well on any hard surface whether it is a concrete or brick sidewalk, or a paved parking lot. For seniors or people with wheelchairs, you can use a side wall of a building. Be sure to get permission from the property owners in advance. You can assure the property owner that the chalk will wash off with a hard rain or a hose. It is recommended that the area be swept clean before the event, if possible.

You will need to determine the size of the area each contestant or team will be allotted. A single parking lot space or sidewalk square makes a natural boundary that will work well. You may need to premeasure and mark out "drawing areas."

Other things to consider: parking, traffic safety of Chalkers and spectators, signs, access to water, electricity and rest rooms.

F. Budget

It is recommended that this event be free to all Chalkers or that they only be charged a minimal fee to help cover expenses. The overall goal of promoting the Benefits of Parks and Recreation or other youth programs would best be supported by a large, community-wide special event that encourages maximum participation and fun at little or no cost. Sponsors or donors are your best bet for this. If need be, a per capita fee may be charged or you could sell souvenir T-shirts to raise funds and promote the program.

G. Insurance

Be sure that the event is covered by your agency's insurance and that you are using appropriate permission documents.

H. Schedule

July is National Recreation and Parks Month, so it would be best to run Chalk It Up!™ as a means of celebrating July! Piggyback onto a national promotion and you'll gain credibility Don't forget to schedule a rain date!

It is recommended that children under 5 years of age be allotted approximately 30 minutes. Families and children 6-12, no less than 1 and no more than 2 hours. Allow time for judging and presentation of awards. If done at youth camp or playground setting, consider time organizing groups and assigning chalk-drawing areas in advance. Give

yourself time to set up, mix chalk paint, etc., as well as plenty of cleanup time. You will also need to start the event with a brief explanation of the day, a review of the rules and assigning Chalk “Blocks” or “Squares.” CHALK GAMES are an excellent alternative activity for those with short attention spans.

Section Two: Running the Chalk it Up!® Program

A. Registration Process

Be sure to include your standard statements regarding permission, insurance considerations, photo and video rights on your registration forms. Forms can be used to develop a mailing list for future events, and will help the media when posting contest results. Set a deadline for preregistration to help you determine your supply needs. To avoid confusion, set up the registration form with check-off boxes for category entered; if part of a team, have them list the names of their teammates. Chalkers should be given a printed version of rules, schedules and instructions. This is an excellent tool for promoting your sponsors, too!

B. Contest Rules

You need to determine a time when all drawing must end and have a means to signal this (either a whistle or air horn). You can make up any rules that suit your arrangements best, just be consistent and sure everyone understands them up front. The judges will have the final decision-making authority. It is recommended that you notify Chalkers that they should not mix liquid paint brushes, and they should ask to share supplies with their Chalk Block neighbors. Be sure your Chalkers put their name on their artwork; or you could assign numbers to correspond to the Chalk Blocks.

C. Equipment, Materials and Supplies Checklist

Official S&S® Chalk it Up!™ Kits – \$47.99 for 48 Participants includes:

- Chalk sticks
- Chalk paint powder and instructions for use (paint instructions on page 9).
- Brushes
- Participation award certificates
- Poster to advertise your contest
- Instructions

Checklist

- Tables and Chairs
- Poster board for signs
- Tape, thumbtacks
- PA System
- Water Supply
- Pens/pencils
- Tape (Scotch, Masking)
- Air horn or whistle
- Marketing materials to designate Chalk Blocks (cones, tape, flags, etc.)
- First aid kit
- Refreshments/ice
- Score sheets and clipboards for judging
- Camera/film and video camcorder.

SUGGESTION: Have at least 2-3 brushes for every can of paint, and place 3 coffee cans between every 2 squares.

Mission

To provide parks and recreation agencies with a valuable resource that is fun and easy to run and encourages creativity and cooperation. It will showcase the Benefits of Parks and Recreation offered by local agencies during “July is National Recreation and Parks Month” by engaging unlimited numbers of youth and adults in stimulation, creative and artistic activity.

History Of the Program

In the Spring of 1999, Hy Schwartz, Corporate Officer of S&S® Worldwide, met with Wendy Rubin, the local Parks and Recreation Director of Colchester, CT (home of the S&S® Worldwide National Headquarters) to discuss opportunities to increase S&S®’s involvement and support of parks and recreation. Wendy Rubin had just returned from a series of NRPA-sponsored Benefits Based Management and Benefits Based Programming Training. It was inevitable that the program she suggested would optimize potential for use of the Benefits Are Endless™ Campaign. Ms. Rubin is an active, long-time member of NRPA, and is currently serving as a Benefits Mentor in Connecticut. She was able to develop a simple activity that everyone can relate to (SIDEWALK CHALK) into a means of capitalizing on all the wonderful things that Park and Recreation means to the general public, especially in the summertime! The program needed to be simple to implement and reasonably inexpensive. An emphasis on arts versus typical sports events was chosen, due to the lack of national attention in this area. Thus, Chalk it Up!™ was born. The program was piloted in 3 communities during the summer of ‘99 – Colchester, CT, Littleton, CO and Atlanta, GA.

The ABC’s of Chalk It Up!™:

- Attract the attention of your local media.
- Breathe new life into your community.
- Create a new avenue for kids’ imaginations.

And it is low cost and easy to run! An even such as this draws attention to Recreation Programs across the country, promoting the complete development of youth. Chalk it Up!™ promotes teamwork, socialization, communication and planning skills. It fosters a child’s ability to stay focused and to produce an end result. The contest draws attention to positive reinforcement and pride in accomplishment. If done as a community event, it melds youth together with adults as a working team. It builds self-esteem and a positive outlook regarding how much a group effort can produce!

Section One:

Planning the Event

A. Categories of Participation

A Chalk it Up!™ event can be held anytime and for any occasion. If you already have a special event or community festival scheduled, perhaps Chalk it Up!™ contest would add an extra dose of fun for families. An after school arts program or summer day camp would be ideal settings for a contest. Before you begin, determine your target audience for this event.

If it’s a YOUTH activity, what age groups are needed? Odder the program to children by school grade or age breaks. For example, at a day camp setting, children compete within their own age groups for prizes, and a best overall camp prize can be awarded as well. If you offer the program to FAMILIES, everyone from grandparents to toddlers can be part of a team.



curriculum than for those in a control group (National Endowment for the Arts, 1995).

- A Study examining the social role of community festivals and events that revealed the major social benefits from such events include:
 - establishing community pride.
 - enhancing social interaction.
 - Providing an opportunity for togetherness and

sharing of ideas with families and friends, facilitating community identity and wellness (Delamere et al., 1994).

I am a longtime believer that the power and potential of parks and recreation has always been bundled within the “things” we make happen for people – those individuals, small groups, or an entire community whose needs we serve. Chalk It Up!™ is one of those “things” that unleashes more of that promise and potential...

- ... the potential for enabling people to express their individual or collective imaginations,
- and
- ... the promise of bringing people of all ages, abilities and talents together in one location.

Create a little promise and potential in your community this next coming year.

Ready, Set, Chalk It Up!™
Yours in Promise and Potential,
Ellen O'Sullivan, Ph.D, CLP

- ~President, Leisure Lifestyle Consulting
- ~Author of Setting the Course for Change and Putting the Pieces Together published by NRPA.

D. Awards

Use your imagination when awarding prizes to your artists! Every participant should receive some acknowledgement for a good effort, and you can issue certificates, ribbons, or get sponsors to donate prizes... the possibilities are endless! You could take a Polaroid® photo of contestants with their creations and give it to them as a souvenir of the day's fun.

Here are some sample categories to recognize:

- | | | | |
|---|-------------------|---------------------|-------------------|
| Most Creative | Sportiest | Most Colorful | Most Original |
| Best Design | Most Natural | Best Animal Picture | The Chalkiest |
| The “Spacey”est | Best Use of Color | Most Artistic | Best Use of Space |
| Largest | Smallest | Happiest | Craziest |
| Best Effort | Most Detailed | Most Spirit | Most Abstract |
| Most Realistic | Best Cartoon | | |
| Best Overall (name it after the judge, camp director, etc.) | | | |

Try not to offer too many categories, pick your best – it can get confusing and you will need to offer many more prizes. It's a good idea to prepare a scoring sheet for judges in advance, based upon the awards and prizes you determine.

Use of the Benefits Are Endless™ management, programming and awareness tools to promote the Chalk It Up!™ program are a major consideration to the success of your program.

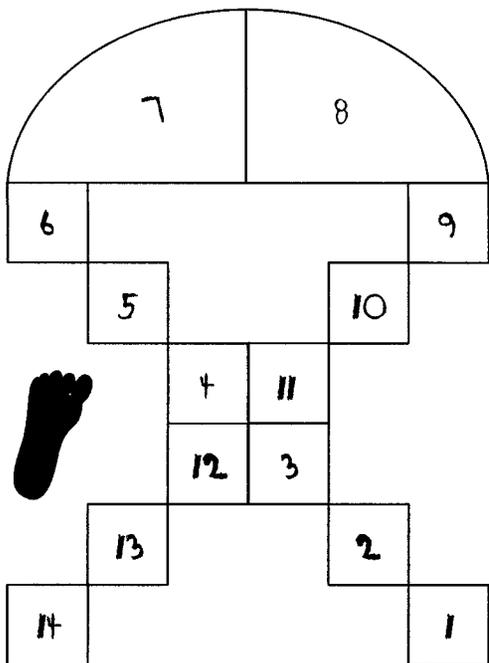
- Level of participation
- Outside partnerships
- Media attention
- Effective use of Benefits campaign toward public awareness
- Overall budget and impact on agency programming
- Innovation

S&S® Worldwide is proud to support the following organizations...

To order, call 1-800-243-9232
GP1394 Complete Chalk It Up!™ Kit®.
Enough Supplies for 48 Kids
RMJ-GP1394A Chalk It Up!™ Kit®.
(Instructions, certificate and posters only)

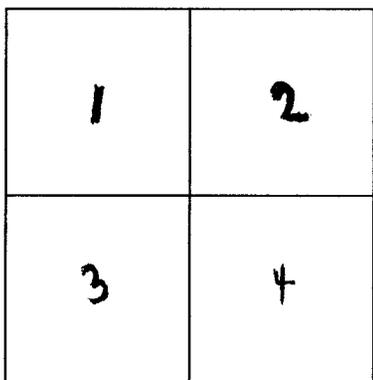
Online Order at: ssww.com

During your Chalk It Up!™ Contest, some participants may have free time. In order to give other chalkers the time they need to complete their drawings, set up a space for children to play chalk games while they wait for the other contestants to finish.



Umbrella Hopscotch.

Toss the rock into box #1. Hop over it into box 2 – 14 on one foot. Turn around and hop the squares back to 2, pick up the rock and hop out.



FOUR SQUARE.

One person stands in each square. 1st square starts by bouncing the ball to any square. With only one bounce, the receiver must catch it, and bounce it to any other square. If you miss, you're out. Last one in wins the game.

The Benefits of Chalk it Up!™

By Ellen O' Sullivan, P.H.D., CLP

Longtime advocate of the power, promise, potential and possibility of parks and recreation!



Down on their knees, heads huddled together, a group of youngsters laugh while they work intently on their best Picasso-like project. Nearby a family whose normal version of quality time is drive time in the car, steps back to admire their masterpiece. Coworkers from a local business share lunchtime fun with chalk and camaraderie going hand in hand.

That's part of what makes Chalk It Up™ the special event that is or can be for your department. It might involve individual artists of varying skills working on their own piece of the sidewalk easel, or a group of card players from the seniors' club decorating the side of the community center. In either instance, people and small groups of all ages from all part of the community – schools, playgrounds, neighborhoods or the workplace – can be part of it all.

When it comes to opportunities for...

- ...fostering individual imagination and accomplishment,
- ...bringing families together,

or

- ...providing a group of friends, neighbors or coworkers with the change to rediscover their creativity, sense of fun and community spirit...

... the benefits of Chalk It Up™ are indeed almost endless. Some of the more specific benefits include.

- Social skills that children acquire through play interactions, such as cooperation, helping, sharing and success at solving social problems (Barnett, 1991).
- Current research that indicated co-participation in leisure activities positively relates to family satisfaction, interaction and stability (Orthner et al., 1990).
- Total creativity measures were four times higher for elementary school students in an arts

S&S® Worldwide Parks and Recreation Advisory Board

The S&S® Advisory Board is a group of parks and recreation professionals from selected areas of the United States, representing all sizes of communities and areas of interest from Senior programming, to University Campus Recreation, to municipal departments large and small. These volunteers have been asked to serve as advisors to the S&S® staff in the development, marketing and delivery of new products. From time to time, they will critique and test products, and assist in providing the best possible pricing and quality good that meet the growing and ever-changing needs of today's parks and recreation agencies.

Members Include:

Patricia Osborne, Director of Afterschool Programs
YMCA of Greater Houston
Houston, TX

Mark Manross, Exe. Director
PE Central, Blacksburg, VA

Marc Heirshberg, Recreation Coordinator,
Ken-Caryl Ranch,
Metro District, Littleton CO

Wendy Rubin, Parks and Recreation,
Superintendent,
Coventry, CT

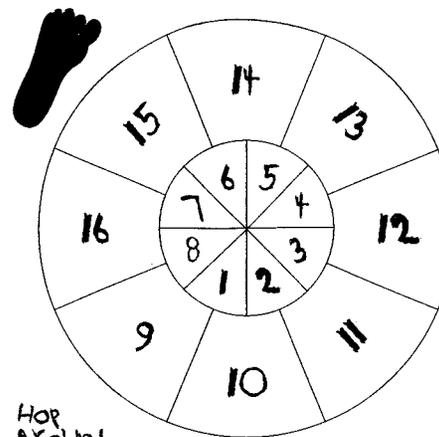
Silvana Clark, Speaker and Author,
Tacoma, WA

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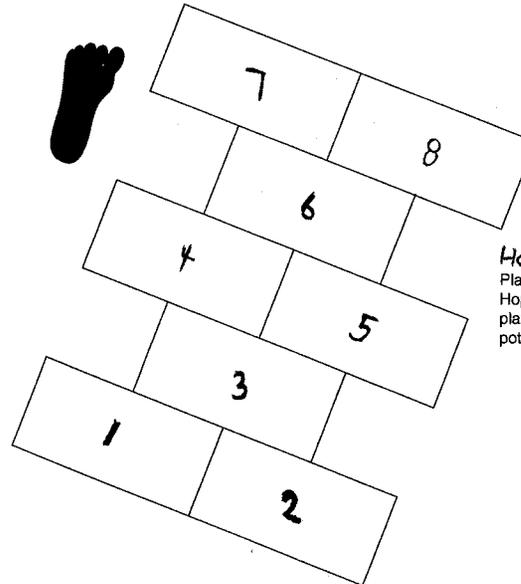
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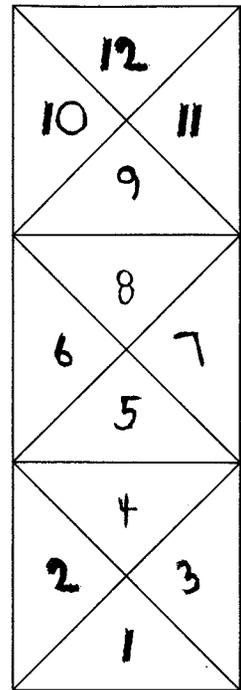
Hop Around.

This is the version of Hopscotch they play in Great Britain. Before the game starts, players determine the score that will win the game. The first player throws 5 pebbles into the pattern and adds these numbers to determine the score of the round. The player then hops around the pattern on one foot and picks up each stone when hopping into the area, without stepping on a line. Successful players may claim any space as their own, preventing any other player from hopping into that space. The first player to reach the agreed upon final score wins.



Hopscotch.

The first player tosses a rock onto the #1 space, then jumps over that space on one foot and continues to hop through the rest of the spaces. The player then turns around and hops back, stopping to pick up the rock. It is now the next player's turn. Repeat this sequence with every numbered space. The first to complete all 10 spaces wins. Players lose a turn if they hop on a line or miss the numbered space that they are aiming for. The first place winner may place their initials in any box they choose, so other contestants cannot jump in that space.



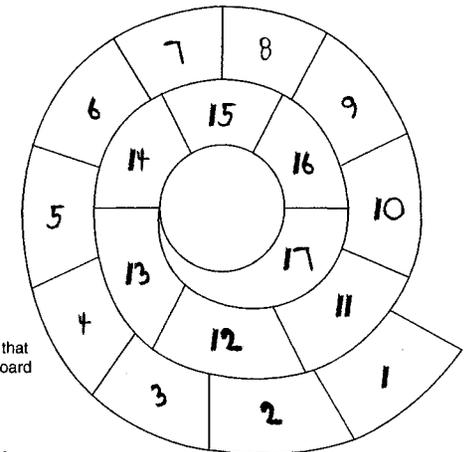
Hopscotch II.

Played by the same rules as Hopscotch. Traditionally this game is played with a broken piece of a flower pot rather than a rock.



Escargot.

Escargot is what they play in France. Draw the playing pattern in the shape of a snail or spiral. There are no rocks necessary for this game. Players hop around the spaces on one foot without touching any lines. Successful players place their initials in any box they choose, preventing any other players from hopping onto that space. The player with the most initials on the board at the end of the game wins.





Chalk! It Up!TM

Sidewalk Chalk Arts Competition Programs Guide

*By Wendy L. Rubin, CLP
Superintendent Coventry Parks & Recreation*

**July is National Recreation
And Parks Month**

