



VIA COLORI® IS COMING... SPREAD THE WORD!

Welcome to the Via Colori family! We're so excited to have you on board for the 2017 festival.

WHY IT'S A BIG DEAL:

1. You are now part of one of the biggest street painting festivals in the country!
2. Your sponsorship helps raise money for the festival's beneficiary, The Center for Hearing and Speech, a local nonprofit for children with hearing loss.

We want our employees and the community to know about the festival and the great cause it benefits, so we need your help spreading the word. Here are **SIMPLE** and **FUN** ways to promote your participation in the festival!

SIMPLE

- Share our social media posts
- Use our online branding toolkit (www.houstonviacolori.com/resources) and these sample posts to spread the word:

[INSERT COMPANY NAME] is thrilled to sponsor the @HoustonViaColori Street Painting Festival this year to help raise funds for children with hearing loss. Join us Nov. 18-19 at Downtown City Hall for art, music, food trucks, activities and more! #ViaColori

We are excited to announce that we are a 2017 sponsor for the @HoustonViaColori Street Painting Festival, Nov. 18-19, in Downtown Houston! #ViaColori

Our employees are giving back by volunteering at the 12th annual @HoustonViaColori Street Painting Festival Nov. 18-19 in Downtown Houston! Come see us at the festival and help raise critical funds for children with hearing loss. #ViaColori

FUN

Use your creativity and create your own!



Sponsor Keystone Resources and artist Judith Uzcatogui made a fun and colorful stop-motion animation with chalk.



Artist and graphic designer Joel Yau made a customized ad with his own photo.



Local band Colonial Blue shared their thoughts in a video on why they support Via Colori and why everyone else should too.