

CHICAGO FOOD TRUCK SPONSORSHIP PACKAGE



“The Food Truck Explosion,” is a true phenomenon. We have witnessed first hand the extreme fervor and demand for food trucks in Chicago and throughout America. We are excited to be apart of an explosive industry. It is very fitting and a privilege to connect your brand to over 10,000 tastemakers who love food trucks as much as we do.

Chicago Food Truck Festival
875 N. Michigan Ave., 31st Fl
Chicago, IL 60611
chgofoodtruckfest@gmail.com
Contact: Alex Blackshire
Number: 312-735-4467



SPONSORSHIP PACKET AND EVENT OVERVIEW

It is undeniable the food truck phenomenon is here to stay. Across America food trucks have grown in prominence. Cities across the country are launching festivals centered solely on food trucks. Similarly, here in Chicago, US Cellular Field served as the launching pad for the largest food truck fest to date here in Illinois history.

Now, the Second Annual Chicago Food Truck Festival will continue and build upon our inaugural launch in 2014 where over 10,000 join the phenomenon to enjoy Chicago's mobile delicacies. In keeping with our theme, we are going mobile. This year we will host at the Chicago Freedom Center along The Chicago River celebrating giving notice food trucks are here to stay.

MISSION

Our mission is simple. Continue and produce the largest food truck festival in Illinois. Featuring the largest number of food truck festival in Illinois showcasing all the wonderful delicacies that Chicago Food Trucks have to offer.

INFORMATION

Date: Saturday & Sunday, June 20th & 21st, 2020

Time: 11:00am to 7:00pm

Location: Chicago Freedom Center along the Chicago River,
560 W. Grand Ave. Chicago IL 60654

Attendance: 70,000 tickets claimed in 2019

Sponsorship Benefits & Value Proposition: Chicago Food Truck Festival is a high-profile event that offers prestige, targeted audiences, and relevant marketing platforms. Festival sponsorships offer opportunities to build brand awareness, drive traffic to your business, launch new products or services, and connect with your consumers in a fun and relaxed atmosphere. Sponsors receive benefits such as frequent brand exposure through naming mentions on-site as well as in publicity and promotion; sales opportunities through sampling and display; and direct alignment with Chicago Food Truck Festival's well-educated, high-income consumers and lucrative family market.

Contact: Alex Blackshire, Sponsorship Director (312)-735-4467 or chgofoodtruckfest@gmail.com



Wendy Williams Previewing Chicago Food Truck Fest on Fox32



SPONSORSHIP LEVELS



Title Sponsor \$25,000+

- Naming rights to entire festival including all of the benefits below

Presenting Sponsor \$15,000+

- Prominent on-site presence
- Complimentary 10x10 booth space (corner if available) on site at the festival
- Up to two (2) banners (provided by sponsor) placed in prime locations at festival
- Publications: website and email blasts
- Logo on sponsored event page • Logo on sponsor recognition page
- On-Site Signage: Logo on (2) sponsor recognition signs
- Verbal Recognition: Name recognition as sponsor by stage emcees/PA announcements

SPONSORSHIP LEVELS CONTD.

Platinum Sponsor \$10,000+

- Complimentary 10x10 booth space (corner if available) on site at the festival
- Up to two (1) banners (provided by sponsor) placed in prime locations at festival
- Publications: website and email blasts
- Logo on sponsored event page
- Logo on sponsor recognition page
- On-Site Signage: Logo on (2) sponsor recognition signs

Gold Sponsor \$5,000+

- Complimentary 10x10 booth space (corner if available) on site at the festival
- Publications: website and email blasts
- Logo on sponsored event page
- Logo on sponsor recognition page

Silver Sponsor \$2,500+

- Complimentary 10x10 booth space (corner if available) on site at the festival
- Logo on sponsored event page
- Logo on sponsor recognition page

Bronze Sponsor \$1,000+

- Complimentary 10x10 booth space on site at the festival
- Text credit on sponsored event page

Friend of \$500+

- Publications: website and email blasts

In Kind Sponsors

- All in kind sponsors will receive an equivalent exposure to value of donation.



PRESS

Chow down at the Chicago Food Truck Fest

- 1.) <http://voices.suntimes.com/arts-entertainment/the-daily-sizzle/chow-down-at-the-chicago-food-truck-fest/>

Chicago Food Truck Fest Descends On Sox Park In June

- 2.) chicagoist.com/2014/03/27/chicago_food_truck_fest_descends_on.php

Chicago Food Truck Fest parks at U.S. Cellular Field in June

- 3.) <http://voices.suntimes.com/arts-entertainment/the-daily-sizzle/chicago-food-truck-fest-parks-at-u-s-cellular-field-in-june/>

4.) Chicago Timeout Chicago Food Truck Fest

<http://www.timeout.com/chicago/food-drink/chicago-food-truck-fest>

Chicago Food Truck Fest to debut at U.S. Cellular Field

- 5.) articles.redeyechicago.com/2014-03-26/entertainment/48604411_1_new-festival-taquero-fusion-tickets

Food Truck Fest at The Cell; Baconfest Cocktail Party Kickoff; more

- 6.) <http://chicago.eater.com/2014/3/27/6253993/food-truck-fest-at-the-cell-baconfest-cocktail-party-kickoff-more>

7.) Chicago Timeout Review

<http://www.timeout.com/chicago/food-drink/chicago-food-truck-festival>

The First Ever Chicago Food Truck Festival

- 8.) <http://wgrradio.com/2014/06/01/the-first-ever-chicago-food-truck-festival/>

Lime shortage puts squeeze on bars; Food Truck Fest set

- 9.) <http://www.chicagobusiness.com/article/20140331/BLOGS09/140329731/lime-shortage-puts-squeeze-on-bars-food-truck-fest-set>

- 10.) **HUNGRY? Chicago Food Truck Fest Happening NOW!**

<http://b96.cbslocal.com/2014/06/06/hungry-chicago-food-truck-fest-happening-now/>

- 11.) <http://polskieradio.us/event/chicago-food-truck-festival/>

Chicago Food Truck Fest AT US Cellular Scheduled For June

- 12.) <http://mobile-cuisine.com/off-the-wire/chicago-food-truck-fest-at-us-cellular-scheduled-for-june/>