

MICHIGAN CITY FOOD TRUCK FESTIVAL SPONSORSHIP PACKAGE



We are launching the inaugural Michigan City Food Truck Festival. This year, we are expecting 2,000 to 5,000 foodies to join us for a weekend to taste some of the city's best gourmet food trucks. All the while, connecting consumers to brands and more.

Bon Appetite,

Michigan City Food Truck Festival.

michigancityfoodtruckfest@gmail.com
Sponsorships: 312-735-4467

SPONSORSHIP PACKET AND EVENT OVERVIEW

Michigan City food truck festival will host its inaugural food truck event. It is undeniable the food truck phenomenon is here to stay!

We are entering our third season and will build on our 2018, where we estimate 5,000+ foodies will join us in 2019.

MISSION

Our mission is simple. Feature the top assortment of gourmet food trucks in Indiana.

INFORMATION

Date: Saturday, May 25th & 26th 2019

Time: 10:00am to 8:00pm

Location: Fedder's Alley

2018 Attendance: ~5,000

Demographics: Michigan City food truck festival is the highest profile gourmet food truck festival in Illinois and surrounding states. Festival sponsorships offer an opportunity to build brand awareness, drive traffic, launch new products or services, as well as, connect with consumers in a fun and relaxed atmosphere. Sponsors receive benefits such as frequent brand exposure through Social Media and onsite presence; sales opportunities through sampling and display; and direct alignment with Chicago's consumer market.

Contact: Alex, Sponsorships (312)-375-4467 or michigancityfoodtruckfest@gmail.com



SPONSORSHIP LEVELS



Title Sponsor \$15,000

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

Presenting Sponsor \$10,000

- 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: customizable social media, 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

Platinum Sponsor \$5,000

- 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 sponsor recognition page
- On-Site Signage: Logo on (1) sponsor recognition signs
- Verbal Recognition: Name recognition as sponsor by stage emcees/PA announcements

Gold Sponsor \$2,500

- 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
- Logo on sponsor recognition page

Silver Sponsor \$1,250

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

Bronze Sponsor \$750

- Complimentary 10x10 booth space on site at the festival

Friend of \$500

- Publications: Social Media, (text credit on sponsor recognition page)

In Kind Sponsors

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



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Branded.



