

2018/19 EVENT PEOPLE FOOD TRUCK APPLICATION



**Event People
20/7/2018**



The Event People have been passionately involved in all sides of multisport and festivals for over 15 years, including event management, brand management, retail, distribution, coaching, competing and sponsorship.

Event People are committed to the delivery of high quality events and the formation of mutually beneficial and valued corporate partnerships that reward everyone – our sponsors, our brand, our spectators and our athletes. We firmly believe if our athletes and spectators have an enjoyable event experience, we will all benefit from our involvement in the event.

Event People owns and operates the Sufferfest Triathlon Series, Australian Beach Games, Mornington Running Festival, Beach Carnivale, Peninsula Busking Festival, Mulberry Tribute Band, and Colour Carnivale.



BUSK A MOVE (FOOD TRUCK) CARNIVALE

Event Facts

This event will be Managed by Event People in partnership with the City of Casey who will be providing all infrastructure and marketing for the event.

Date/Times

Easter Weekend

- Saturday 6 October 2018 Midday – 8pm
- Sunday 7 October 2018 Midday – 8pm

Location – Bunjil Place Narre Warren

Attendees – We are expecting 3000-4000 people to attend the Busking Festival each day

What's on –

- Busking Festival
- Bands/Music/Entertainment throughout the day
- Kids Amusements
- Market Stalls
- Food Truck Festival
- Fully stocked Bar

Booth Pricing – Food Trucks - \$250 (exc GST) & Market Stalls - \$125 (exc GST) each day. We will strictly be limiting the number of food trucks to 8 food trucks and 8 Market Stalls for the weekend and will not have 2 trucks/Stalls selling the same type of products.



AUSTRALIAN BEACH GAMES – PORT ADELAIDE

Event Facts

Date/Times

- Friday 16 November 2018 5pm -9pm
- Saturday 17 November 2018 11am- 9pm
- Sunday 18 November 2018 11am - 8pm

Location – Waterfront Frankston

Attendees – Food Truck Carnivale will run side by side with the Australian Beach Games. We are expecting over 4000-6000 people to attend the Carnivale/Beach Games activation area each day.

Please visit <http://www.australianbeachgames.com.au/> for more information.

What's on –

- Free Outdoor Cinema
- Kids Rides and Games
- Food Trucks
- Fully stocked Bar
- Australian Beach Games 12+ Sports in and around carnivale
- Free Live Music all weekend

Booth Pricing – \$300 (exc GST) each day. We will be limiting the number of trucks to 10-12 trucks for weekend and will not have 2 trucks selling the same type of products.



AUSTRALIAN BEACH GAMES – FRANKSTON (VIC)

Event Facts

Date/Times

- Friday 15 March 2019 5pm -9pm
- Saturday 16 March 2019 11am– 9pm
- Sunday 17 March 2019 10am – 7pm

Location – Waterfront Frankston

Attendees – 2nd year this event will be on the popular frankston waterfront. Food Truck Carnivale will run side by side with the Australian Beach Games. We are expecting over 5000+ people to attend the Carnivale/Beach Games activation area each day. The Food Truck Carnivale will now move onto grass area along the foreshore in front of beach.

Please visit <http://www.australianbeachgames.com.au/> for more information.

What's on –

- Food Truck Carnivale
- Fully stocked Bar
- Australian Beach Games 15+ Sports in and around carnivale
- Free live entertainment all day
- Free Outdoor Movie

Booth Pricing – \$300 (exc GST) each day. We will be strictly limiting the number of trucks this year to 8-10 trucks for weekend and will not have 2 trucks selling the same type of products.



THE PENINSULA (VIC) BUSKING (FOOD TRUCK) CARNIVALE

Event Facts

3rd Year

Date/Times

Easter Weekend

- Saturday 20 April 2019 Midday – 9pm
- Sunday 21 April 2019 Midday – 9pm

Location – The Briars Mornington Peninsula

Attendees – Now one of the Peninsula's best attended event over Easter weekend with huge crowds in last 2 years. We are expecting over 6000-7500 people to attend the Briars Food Truck Festival each day and will build on the success of the first year and second year. We will include more family amusement, more busking areas, which will include open spaces for jugglers etc.

What's on –

- Busking Festival in year 3 will have 2 different busking areas
- Bands/Music/Entertainment throughout the day
- Kids Rides and Games
- Food Trucks
- Fully stocked Bar

Booth Pricing – \$300 (exc GST) each day. We will be strictly limiting the number of trucks this year to 10-12 trucks for the weekend and will not have 2 trucks selling the same type of products.



BUSKING FESTIVAL and FOOD TRUCK CARNIVALE- SUNSHINE COAST (QLD)

Event Facts

Date/Times

- Friday 26 April 2019 5pm – 10pm
- Saturday 27 April 2019 Midday – 10pm
- Sunday 28 April 2018 Midday – 10pm

Location – Maroochydore Rotary Park (QLD)

Attendees – We are expecting over 5000+ people to attend each day.

After the success of the Food Truck Carnivale (formally combined with Beach Carnivale) on the Sunnie Coast in April 2018 we have decided to combine our 2 best event concepts into one package and in 2019 the Food Truck Carnivale will combine with our popular Busking Festival to make it one huge event on the Sunnie Coast. Some background on our busking festival – Its now in 2 locations in Victoria with the Bust a Move (in partnership with city of casey) and the Peninsula Busking Festival (in its 3rd year) which was one of the best events of 2018 with over 15000 attending over 2 days on the easter weekend.

What's on –

- Busking Festival in year 3 will have 2 different busking areas
- Bands/Music/Entertainment throughout the day
- Kids Rides and Games
- Food Trucks
- Fully stocked Bar

Booth Pricing – \$300 (exc GST) each day. We will be strictly limiting the number of trucks to more than 15 trucks for weekend and will not have 2 trucks selling the same type of products.



MARKETING & PROMOTION

A national, regional and local marketing and promotional campaign is co-ordinated for all our Carnivale's.

The key objectives include:

- Attract more participants to all events
- Enhance event awareness to specific market segments
- Encourage greater local community engagement and participation
- Support state and local government and corporate investment
- Help position sponsor's products and services to achieve greater profile and increased market share
- Stimulate interstate and international travel to the region

This will be achieved by investing in a range of initiatives including:

Traditional Media Partners

- Radio - Partnerships with local radio networks
- Print - Local, regional and national partnerships with leading publications both newspapers and magazines
- Website banner ads
- E-newsletters distributed through our databases of 15,000
- Social Media including Facebook, Twitter and Instagram. We have over 20,000 page likes/followers over these platforms

Public Relations

- Press conferences
- Press releases

Promotional Materials

- Posters, flyers and event programs - distribute thousands of event posters and flyers to stores, clubs, school and businesses across the region for each race location.
- Merchandise

Partnerships

- Corporate Sponsors
- Tourism & Events Organisations
- Schools & Communities

Cross Promotion

- Food Trucks Databases
- Relevant Sports websites
- Active network
- Travel & transportation partners



APPLICATION FORM

Business Name	
Contact Name	
Contact Number	
Postal Address	
Email	
Website	
Facebook Page	
How did you hear about us?	
Are you operating from a Food Truck, Trailer or pop up tent? (Size? Height, Width, Length)	
Do you have your own Public Liability Insurance?	
Please provide a brief overview of your brand and products you wish to sell at Food Truck Carnivale.	
Have you participated in any other markets or events? Yes or No, If yes, where and when?	
Comments or Questions?	

PAYMENT

PLEASE INDICATE WHICH EVENTS / DAYS YOU WISH TO ATTEND

Casey Busking Festival (Narree Warren, Vic)	<input type="checkbox"/> 6 Oct 2018	<input type="checkbox"/> 7 Oct 2018	
Australian Beach Games (Port Adelaide, SA)	<input type="checkbox"/> 16 Nov 2018	<input type="checkbox"/> 17 Nov 2018	<input type="checkbox"/> 18 Nov 2018
Australian Beach Games (Frankston Vic))	<input type="checkbox"/> 15 Mar 2019	<input type="checkbox"/> 16 Mar 2019	<input type="checkbox"/> 17 Mar 2019
Peninsula Busking Festival (Mornington Vic)	<input type="checkbox"/> 20 Apr 2019	<input type="checkbox"/> 21 Apr 2019	
Sunnie Coast Busking Festival (Maroochydore, QLD)	<input type="checkbox"/> 26 Apr 2019	<input type="checkbox"/> 27 Apr 2019	<input type="checkbox"/> 28 Apr 2019

Total Fees Payable \$ _____

Credit Card Payment

Name on Card: _____ EXP DATE: _____

Credit Card #: _____ CVV: _____

Signature _____ Date _____

***Payment will be only charged against credit card once your application has been approved and confirmed with you*



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