

2018 EVENT PEOPLE FOOD TRUCK APPLICATION



**Event People
6/10/17**



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.



AUSTRALIAN BEACH GAMES – BUNBURY (WA)

Event Facts

The Australian Beach Games Festival is an exciting new multisport festival that will bring together sports played on and around the beach, entertainment and lifestyle over one mammoth weekend in five states across Australia.

Date/Times

- Friday 9 February 2018 1pm -10pm
- Saturday 10 February 2018 11am- 11pm
- Sunday 11 February 2018 10am – 8pm

Location – Lakes Entrance Foreshore (Rotunda)

Sports – Aquathlon, Open Water Swimming, Chess, Life Saving, SUP, Dodgeball, Handball, Volleyball, Netball, Table Tennis, Soccer, Touch Football, Darts, Frisbee, Sailing, Basketball and more

Attendees – Food Truck Carnivale will run side by side with the Australian Beach Games. We are expecting over 2000 competitors and around 6000-8000 people visiting the entertainment hub each day.

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

The weekend will also include

- 15-20 Sports
- Food Truck Festival with 20+ Truck
- Free Live Music + concerts with artist like Daryl Braithwaite etc (5000 capacity)
- Beach and Sports Bar
- Amusements rides including giant Slip and Slide
- Expo with the latest sports equipment
- Free Kids Activities including Kite Festival, Table Tennis etc

Booth Pricing – \$300 (exc GST) each day. We will be limiting the number of trucks to 12-15 trucks for weekend and will not have 2 trucks selling the same type of products. Power will be supplied FOC



AUSTRALIAN BEACH GAMES – LAKES ENTRANCE (VIC)

Event Facts

The Australian Beach Games Festival is an exciting new multisport festival that will bring together sports played on and around the beach, entertainment and lifestyle over one mammoth weekend in five states across Australia.

Date/Times

- Friday 23 February 2018 1pm -10pm
- Saturday 24 February 2018 11am- 11pm
- Sunday 25 February 2018 10am – 5pm

Location – Lakes Entrance Foreshore (Rotunda)

Attendees – Food Truck Carnivale will run side by side with the Australian Beach Games. We are expecting over **Sports** – Aquathlon, Open Water Swimming, Chess, Life Saving, SUP, Dodgeball, Handball, Volleyball, Netball, Table Tennis, Soccer, Touch Football, Darts, Frisbee, Sailing, Basketball and more

Attendees – Food Truck Carnivale will run side by side with the Australian Beach Games. We are expecting over 2000 competitors and around 6000-8000 people visiting the entertainment hub each day.

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

The weekend will also include

- 15-20 Sports
- Food Truck Festival with 20+ Truck
- Free Live Music + concerts with artist like Daryl Braithwaite etc (5000 capacity)
- Beach and Sports Bar
- Amusements rides including giant Slip and Slide
- Expo with the latest sports equipment
- Free Kids Activities including Kite Festival, Table Tennis etc

Booth Pricing – \$300 (exc GST) each day. We will be limiting the number of trucks to 12-15 trucks for weekend and will not have 2 trucks selling the same type of products. Power will be supplied FOC



MURRAY BRIDGE (SA) TRIATHLON AND COLOUR CARNIVALE

Event Facts

Date/Times

Saturday 25 March 2017 10am – 10pm

Sunday 26 March 2017 10am – 6pm

Location – Stuart Reserve, Murray Bridge (SA)

Attendees – We are expecting over 1000 competitors and 5000-6000 people to attend the Murray Bridge Carnivale. This year we will have a triathlon festival, colour carnival, food truck carnival and huge concert

What's on –

- Free Outdoor Cinema Saturday Night
- Major Concert on Sunday from 2pm-6pm with some of Australia Leading bands
- Kids Rides and Games
- Food Trucks
- Fully stocked Bar
- Triathlon Festival
- Colour Carnivale on Saturday including colour run

Booth Pricing – \$200 (exc GST) each day. We will be limiting the number of trucks to 12-15 trucks for weekend and will not have 2 trucks selling the same type of products.



AUSTRALIAN BEACH GAMES – NEWCASTLE (NSW)

The Australian Beach Games Festival is an exciting new multisport festival that will bring together sports played on and around the beach, entertainment and lifestyle over one mammoth weekend in five states across Australia.

Event Facts

Date/Times

- Friday 27 April 2018 1pm -10pm
- Saturday 28 April 2018 10am- 11pm
- Sunday 29 April 2018 10am – 9pm

Location – Nobbys Beach, Newcastle

Sports – Aquathlon, Open Water Swimming, Chess, Life Saving, SUP, Dodgeball, Handball, Volleyball, Netball, Table Tennis, Soccer, Touch Football, Darts, Frisbee, Sailing, Basketball and more

Attendees – Food Truck Carnivale will run side by side with the Australian Beach Games. We are expecting over 2000 competitors and around 6000-8000 people visiting the entertainment hub each day.

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

The weekend will also include

- 15-20 Sports
- Food Truck Festival with 20+ Truck
- Free Live Music + concerts with artist like Daryl Braithwaite etc (5000 capacity)
- Beach and Sports Bar
- Amusements rides including giant Slip and Slide
- Expo with the latest sports equipment
- Free Kids Activities including Kite Festival, Table Tennis etc

Booth Pricing – \$300 (exc GST) each day. We will be limiting the number of trucks to 12-15 trucks for weekend and will not have 2 trucks selling the same type of products. Power will be supplied FOC



AUSTRALIAN BEACH GAMES – GOLD COAST (QLD)

Event Facts

The Australian Beach Games Festival is an exciting new multisport festival that will bring together sports played on and around the beach, entertainment and lifestyle over one mammoth weekend in five states across Australia.



Date/Times

- Friday 9 June 2018 1pm -10pm
- Saturday 10 June 2018 10am- 11pm
- Sunday 11 June 2018 10am - 10pm

Location – The Spit, Gold Coast

Sports – Aquathlon, Open Water Swimming, Chess, Life Saving, SUP, Dodgeball, Handball, Volleyball, Netball, Table Tennis, Soccer, Touch Football, Darts, Frisbee, Sailing, Basketball and more

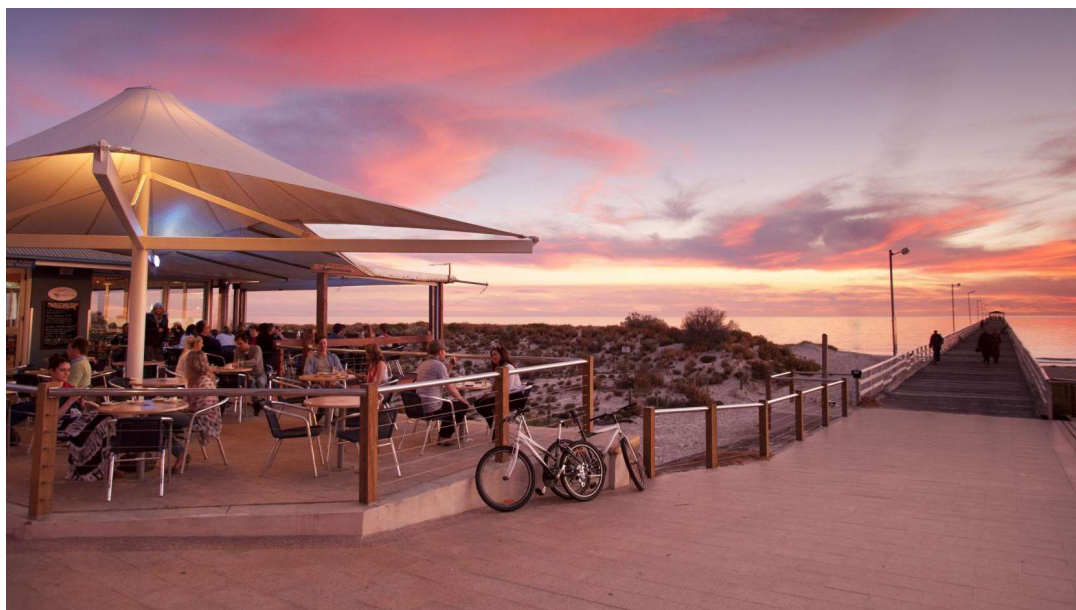
Attendees – Food Truck Carnivale will run side by side with the Australian Beach Games. We are expecting over 2000 competitors and around 6000-8000 people visiting the entertainment hub each day.

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

The weekend will also include

- 15-20 Sports
- Food Truck Festival with 20+ Truck
- Free Live Music + concerts with artist like Daryl Braithwaite etc (5000 capacity)
- Beach and Sports Bar
- Amusements rides including giant Slip and Slide
- Expo with the latest sports equipment
- Free Kids Activities including Kite Festival, Table Tennis etc

Booth Pricing – \$300 (exc GST) each day. We will be limiting the number of trucks to 12-15 trucks for weekend and will not have 2 trucks selling the same type of products. Power will be supplied FOC.



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 ATTEN

Australian Beach Games (Bunbury WA)	<input type="checkbox"/> 9 th Feb 2018	<input type="checkbox"/> 10 th Feb 2018	<input type="checkbox"/> 11 th Feb 2018
Australian Beach Games (Lakes Entrance Vic)	<input type="checkbox"/> 23 Feb 2018	<input type="checkbox"/> 24 Feb 2018	<input type="checkbox"/> 25 th Feb 2018
Murray Bridge (SA) Carnviale/Triathlon	<input type="checkbox"/> 24 Mar 2018	<input type="checkbox"/> 25 Mar 2018	
Australian Beach Games (Newcastle NSW)	<input type="checkbox"/> 27 Apr 2018	<input type="checkbox"/> 28 Apr 2018	<input type="checkbox"/> 29 Apr 2018
Australian Beach Games (Gold Coast Qld)	<input type="checkbox"/> 9 June 2018	<input type="checkbox"/> 10 June 2018	<input type="checkbox"/> 11 June 2018

Total Fees Payable \$ _____

Credit Card Payment

Name on Card: _____ EXP DATE: _____

Credit Card #: _____ CVV: _____

Signature _____ Date _____

Payment will be charged against credit card once your application has been approved



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