



SPONSORSHIP OPPORTUNITIES

Pilsen Food Truck Social

Saturday & Sunday,
June 10th & 11th, 2017

11am-10pm

*on 18th Street between Racine and Throop
in Chicago's Pilsen neighborhood.*

\$5 Suggested Donation

*Benefiting the Illinois Food Truck Owners Association, Saint Procopius Church
soup kitchen and food pantry, and other local non-profits TBA.*

www.pilsenfoodtrucksocial.com

OPTIMUM EVENTS LLC

Contact: Kara Hughes Salgado

Optimum Events LLC

773-350-2672

optimumeventschicago@gmail.com

www.optimumeventsllc.com





More About the Event:

Rolling into Chicago's Lower West Side the weekend of June 10th and 11th is the third annual *Pilsen Food Truck Social*. As its eponymous name suggests, food trucks are the centerpiece of this well attended neighborhood street fest. Over 20 food trucks are featured along with local restaurant and retail vendors. There is an optional \$5 donation to attend. A percentage of proceeds from the event benefits the *Illinois Food Truck Owners Association*, Pilsen's *St. Procopius Catholic Church* soup kitchen and food bank, plus more Pilsen area non-profits TBA. In 2015 & 2016 the event raised over \$11,000 for the Pilsen area non-profit benefactors!

In addition to the mobile eats and the feel good charitable factor, other elements will help put the "social" into *Pilsen Food Truck Social*. For starters, Pilsen's own *Thalia Hall* programs the live music stage, promising a mix of relevant and cutting edge music - plus kid mariachi bands and local DJs. A partnership with *Revolution Brewing*, Chicago's hometown craft brewery, also gives patrons a well-rounded variety of ice-cold *Revolution* beer, each year featuring a new brew produced especially for *Pilsen Food Truck Social*! The neighborhood of Pilsen itself will be on showcase, with dozens of local artisans, retailers, local restaurants and non-profits participating as vendors. New in 2017 the event becomes even more family friendly, *St. Procopius Church* is planning a family fun area with rides, games, crafts and kid activities as an additional fundraiser for the church within the festival site.

Culture thrives in Pilsen and the rest of Chicago is invited to explore the heart of the community while at the street fest. It's here, in Pilsen, where bold murals have blossomed in the most unexpected places — on the fronts of homes, along railway overpasses, and wrapped around train platforms. The artful vibe continues within storefront galleries and studios. It's a neighborhood that pulses with a youthful spirit and is ever evolving. *Pilsen Food Truck Social* attendees can spend the day, before, during or after the fest, discovering the diverse collection of offbeat vintage shops, independent coffee houses and quaint cafes alongside bodegas, panaderias and ethnic restaurants dotted throughout the neighborhood. *Thalia Hall* will also feature ticketed shows inside their historic venue.

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Attendance & Target Audience:

Pilsen Food Truck Social appeals to a wide audience from trendsetting Millennials to Chicago-land foodies and Gen Xers, Pilsen area neighbors, families, festival and live music enthusiasts of all ages attend the event. The audience is quite diverse!

Additional Exposure:

500 posters and 5,000 postcards are produced with sponsor logos and distributed locally.

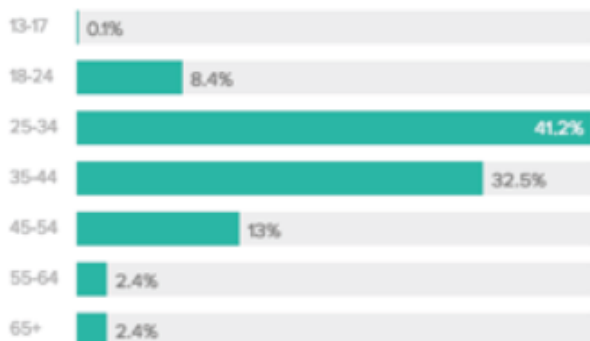
Social Media Marketing: The Illinois Food Truck Owners Association, the participating food trucks, Thalia Hall, and the event's *Facebook* Page, Instagram and *Twitter* accounts promote the event and certain top tier sponsors to thousands of fans and followers. **#PILSENFTS @PilsenFTS**

Additional Marketing: *Traffic PR* is hire to secure publicity and press releases are sent to over 100 local and national press contacts. *M Social Strategies* is hired to manage social media marketing.

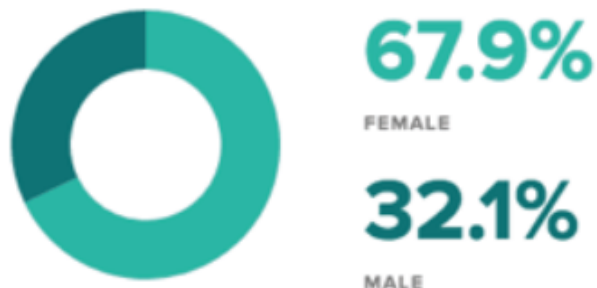
2016 Social Media Statistics:

	Fan Growth	Total Impressions	Total Fans
Facebook	523	761k+	1486
Twitter	128	23k+	311
Instagram	325	n/a	466

BY AGE



BY GENDER





Pilsen Food Truck Social Media Exposure

The professional social media marketing firm M Social Strategies and boutique PR & Marketing agency *Traffic PR* are contracted to manage social media, issue press releases and secure editorial coverage for the event.

2016 Publicity Summary:

Not Inclusive of All Press Generated

Chicago Tribune • Explore Chicago

www.chicagotribune.com/explorechicago



WEEKEND DINING

JUST OPENED



MATT MARZAH, PHOTO

At Honey's, a new Fulton Market restaurant and bar, a 50-bottle wine list leans American with an emphasis on food-friendly wines.

A sweet addition to Fulton Market

By JOSEPH HERNANDEZ

partner Tyrone Redic,
ideally the formal event

what he describes as American
favorites — not comfort food

50 bottles and also chose by-the-
bottle beers. The wine list leans

DO MORE!

More than 25 food trucks will pull up outside of Thalia Hall for the Pilsen Food Truck Social, a street fest that's also a fundraiser. For \$20, get five tickets redeemable for food, beer, wine and cocktail samples. Participating trucks include The Fat Shallot, Da Lobsta, 5411 Empanadas, Pierogi Wagon and Beavers Coffee & Donuts. Proceeds go to the Illinois Food Truck Owners Association, the St. Procopius Catholic Church soup kitchen and food bank, and ABC Pilsen, a community organization that teaches kids teamwork and leadership skills through basketball. \$5 suggested donation. 11 a.m. to 10 p.m. Saturday and Sunday at W. 18th St. and S. Allport St., www.pilsenfoodtrucksocial.com



Chicagoist

Chicago Magazine

<http://www.chicagomag.com/Chicago-Magazine/July-2016/11-Neighborhood-Fests-That-Are-Actually-Worth-Your-Time/>

Chicago Now

<http://www.chicagonow.com/show-me-chicago/2016/03/chicago-summer-festivals-2016-calendar-of-summer-festivals-and-events/>

Chicago Reader

Choose Chicago

<http://www.choosechicago.com/articles/view/chicago-festivals/1446/>

City of Chicago

Daily Herald

Everfest

Metromix

<http://chicago.metromix.com/stories/4385-chicago-s-2016-festival-guide>

Redeye

<http://www.redeyechicago.com/restaurants-bars/redeye-chicago-summer-festivals-2016-guide-20160427-story.html>

SongKick

Thrillist

<https://www.thrillist.com/events/chicago/every-single-festival-in-chicago-this-summer>

Time Out Chicago

Chicago Tribune

CBS Local

Chicagoist

Chicago Business

Daily Herald

DNA Info

Chicago Reader

Chicago magazine

Choose Chicago

Concierge Preferred

Inside Hook

Metromix

Thrillist

Windy City Live / ABC 7

WGN TV

Windy City Live

Arts of Life

Cage and Aquarium

Chicago Business

Unique Monthly Visitors: 3,535,118

<https://www.chicagobusiness.com/article/20160601/NEWS0701/160539972/10-things-to-do-in-chicago-haymarket-musical-chicago-rhythm-fest>

The image is a screenshot of a web article from Crain's Chicago Business. At the top, the Crain's logo is visible, along with navigation links for 'Columnists', 'Lifestyle & Dining', 'Real Estate', 'Special Reports', 'This Week's Crain's', 'Crain's Events', 'Advertise', and 'People on the Move'. The article title is '10 THINGS TO DO: A Haymarket musical, the 57th Street Art Fair and Chicago Rhythm Fest', written by Hank Sartin. Below the title is a social sharing bar with icons for Facebook, Twitter, LinkedIn, and Google+, each with a '0' next to it. A short introductory paragraph follows, mentioning 'Whether it's a gala event, a once-in-a-lifetime concert or a hidden gem of a play, we're here to up your cultural (and fun) IQ. Here are top picks for your cultural calendar for the coming week, the coming month and beyond.' Below this is a video player with a 'NOW' tag and a play button icon. The video thumbnail shows a man in a suit, identified as David Fray, performing Mozart's Concertos n°22 & 25. On the right side of the article, there is a 'Today's Crain's' sidebar with a form to 'Get our daily roundup of important business news' by entering an email address and clicking a 'SUBMIT' button.

Chicago Food Truck Finder

Chicagoings

Unique Monthly Visitors: 791

Chicago Innerview

Chicagoist

Unique Monthly Visitors: 2,435,070

http://chicagoist.com/2016/05/31/our_favorite_events_in_chicago_this_43.php



Chicago Magazine

Unique Monthly Visitors: 1,524,825

<http://www.chicagogmag.com/arts-culture/June-2016/The-Top-Five-Things-to-Do-This-Week/>



Chicago Music

Unique Monthly Visitors: 913

Chicago Music Guide

Chicago on the Cheap

Unique Monthly Visitors: 12,631

Chicago Public Library

Unique Monthly Visitors: 1,460,634

Chicago Reader

Unique Monthly Visitors: 1,593,034

<http://www.chicagoreader.com/chicago/summer-guide-music-festivals-pitchfork-lollapalooza-riot-taste/Content?oid=22140116>

Search chicagoreader.com GO

READER **MUSIC** &nightlife

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BEST OF CHICAGO | **SUMMER GUIDE** | EARLY WARNINGS | SOUNDBOARD | FEATURES | GOSSIP WOLF

IN ROTATION | THE BLEADER: MUSIC

MUSIC | SUMMER GUIDE May 18, 2016

Live! Tweet! G+! Re! REPRINTS Share

Summer 2016 Chicago music festivals for every sort of sound

Pitchfork, Lollapalooza, and Riot Fest are just the tip of the iceberg

By Luca Cimarruti @LucaCimarruti

THE READERS AGENDA

DO IT TODAY 07.19.16

Goggs, Running, Crosse Chains, Empty Bottle, Suenolas, Moon Bros., Distractions @ Hideout

OR SEARCH FOR ALL EVENTS

THE MOST

READ | SHARED | COMMENTS

MUSIC REVIEW

In Mod We Trusted

By J.R. Jones | 09.04.07

MUSIC FEATURE

Record Store Day 2016: Sales, giveaways, in-store performances, and more

This year's special releases leave a lot to be desired, but the full slate of in-stores should make shop hopping worth it anyway.

By Leon Gall | 04.13.16

PITCHFORK

Pitchfork Music Festival 2016 preview

Reader writers round up the locals on the hill, guide fans of hip-hop and R&B into the rest of the roster, and discuss the fest's softening antipathy to emo, the

ILLUSTRATION BY VINCE DESANTIAGO

<http://www.chicagoreader.com/Bleader/archives/2012/05/31/festivals-fundraisers-and-other-food-and-drink-events>

the BLEADER

NEWS & POLITICS | MUSIC | ARTS & CULTURE | FILM | FOOD & DRINK | CLASSIFIEDS

BEST OF CHICAGO | SUMMER GUIDE | ROAD TRIPS | RESTAURANTS | BAR GUIDE | COCKTAIL CHALLENGE | KEY INGREDIENT | THE BLEADER: FOOD

ALL | NEWS | ARTS | FILM | FOOD | MUSIC

THE READERS AGENDA

DO IT TODAY 07.19.16

Twelfth Night @ various locations Exile Inside Out @ Heaven Gallery

OR SEARCH FOR ALL EVENTS

THURSDAY, MAY 31, 2012

FOOD CHAIN / FOOD & DRINK

Festivals, fund-raisers, and other food and drink events

Posted by Allison Marcotte on 05.31.12 at 01:00 PM

Thursday 31

At Chicago Maifest attendees can quaff Louis Glumz Beers Inc.'s beers Hofbrau Original and Pabst Blue Ribbon. The German festival will include food, music, and cultural events.

5/31-6/3, Thu 5 PM-9:30 PM, Fri 5 PM-11 PM, Sat noon-11 PM, Sun noon-10 PM, Chicago Maifest, Lincoln and Leland in Lincoln Square.

PHOTOS.COM

THE BLEADER ARCHIVE

- 2016 (875)
- Jul 2016 (83)
- Jun 2016 (137)
- May 2016 (113)
- Apr 2016 (128)
- Mar 2016 (150)
- Feb 2016 (141)
- Jan 2016 (123)
- 2015 (2016)
- 2014 (2682)
- 2013 (2988)
- 2012 (3425)
- 2011 (2501)
- 2010 (3045)
- 2009 (3445)

Chicago Sun-Times

Unique Monthly Visitors: 24,837,200

<http://chicago.suntimes.com/entertainment/music-movies-food-more-await-at-chicago-area-summer-festivals/>

Entertainment

ART 05/18/2016, 12:00pm

Music, movies, food & more await at Chicago-area summer festivals



Jason Aldean (shown in 2015 at the Rose Bowl in Pasadena, Calif.) is among the headliners slated for Windy City LakeShake in July. | Photo by Christopher Polk/Getty Images

Choose Chicago

Unique Monthly Visitors: 1,444,868

City of Chicago

Unique Monthly Visitors: 3,812,824

http://www.cityofchicago.org/city/en/depts/dca/supp_info/nghdfest34.html



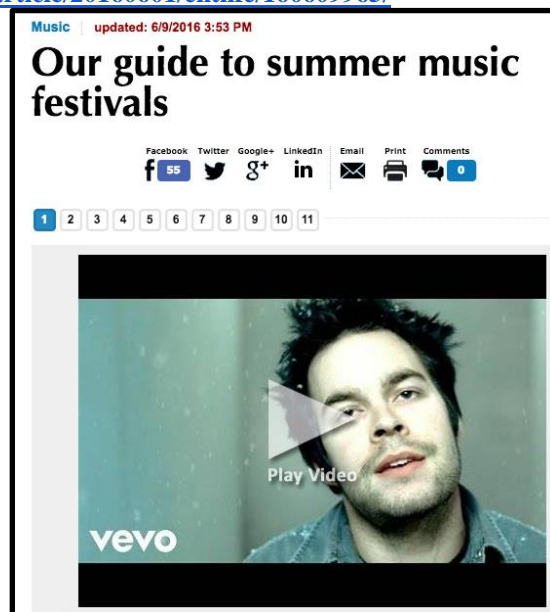
Concierge Preferred

Unique Monthly Visitors: 1,400

Daily Herald

Unique Monthly Visitors: 3,590,940

<http://www.dailyherald.com/article/20160601/entlife/160609965/>



DNA Info Chicago

Unique Monthly Visitors: 5,694,187

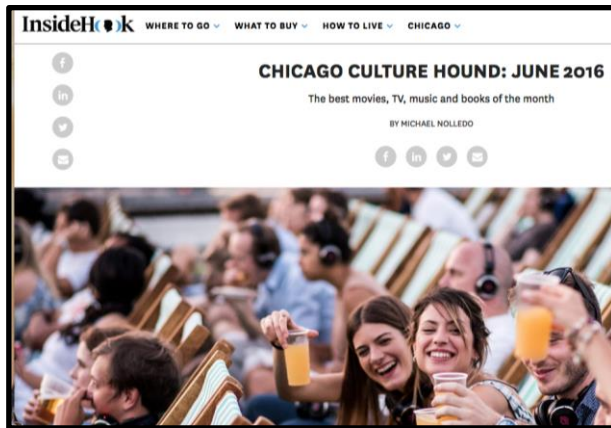
Do 312

Unique Monthly Visitors: 675,181

Inside Hook

Unique Monthly Visitors: 2,618,604

<http://www.insidehook.com/chicago/culture-hound-june-2016>



Kid Trail

<http://kidtrail.com/KidTrail-Picks.aspx?cat=Chicago%20Local&pick=5150>



Make it Better

Unique Monthly Visitors: 233,359

Music Defined

Unique Monthly Visitors: 1,370

RedEye Chicago

Unique Monthly Visitors: 853,206

Respect Your Youngers

Song Kick

Unique Monthly Visitors: 27,940,572

Sponsor Chicago

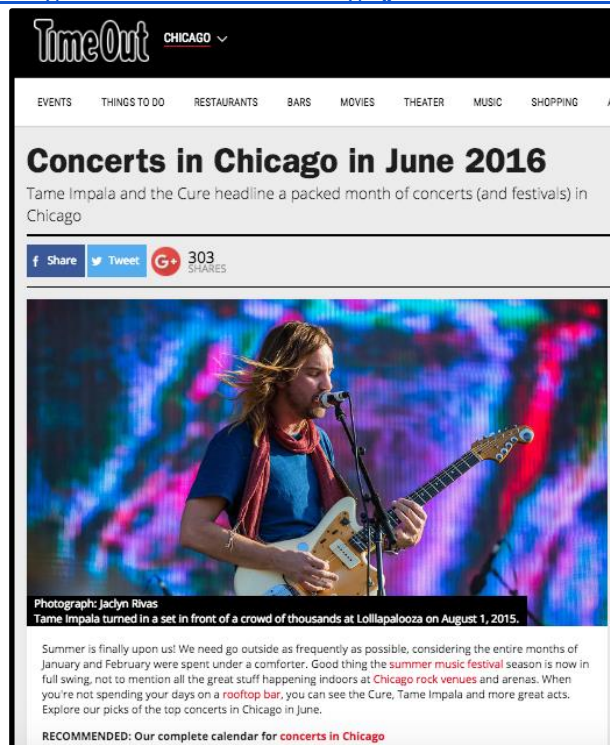
Thrillist

Unique Monthly Visitors: 53,805,472

TimeOut Chicago

Unique Monthly Visitors: 53,709,170

<https://www.timeout.com/chicago/music/concerts-in-chicago-june-live-music-calendar>



TimeOut CHICAGO

EVENTS THINGS TO DO RESTAURANTS BARS MOVIES THEATER MUSIC SHOPPING AT

Concerts in Chicago in June 2016

Tame Impala and the Cure headline a packed month of concerts (and festivals) in Chicago

Share Tweet **303** SHARES

Photograph: Jaclyn Rivas
Tame Impala turned in a set in front of a crowd of thousands at Lollapalooza on August 1, 2015.

Summer is finally upon us! We need to go outside as frequently as possible, considering the entire months of January and February were spent under a comforter. Good thing the summer music festival season is now in full swing, not to mention all the great stuff happening indoors at Chicago rock venues and arenas. When you're not spending your days on a rooftop bar, you can see the Cure, Tame Impala and more great acts. Explore our picks of the top concerts in Chicago in June.

RECOMMENDED: Our complete calendar for [concerts in Chicago](#)

<https://www.timeout.com/chicago/music/chicago-summer-music-festivals-concert-event-calendar>


TimeOut CHICAGO ▾

EVENTS THINGS TO DO RESTAURANTS BARS MOVIES THEATER MUSIC SHOPPING ATT

Chicago summer music festivals

Chicago is home to dozens of annual summer music festivals. Check out lineups, dates and photos and more.

f Share t Tweet G+ 598 SHARES



Photograph: Cousin Daniel
The inaugural Mamby on the Beach music festival brought electronic acts and DJs to Oakwood Beach on July 12, 2015.

With a major event every weekend, Chicago is the capital of summer music festivals. From Lollapalooza down to neighborhood **street festivals**, hundreds of acts eschew **Chicago rock venues** and grace our outdoor stages instead. You can splurge on a VIP experience or take in a free block party and still catch some of your favorite bands. Stock up on sunblock, pack some earplugs and hit the pavement, parks and **Chicago beaches** at the best Chicago summer music festivals.

These Days

Third Coast Review

WGN Radio

Unique Monthly Visitors: 649,431

WTTW Chicago Tonight

Unique Monthly Visitors: 1,033,970

<http://chicagotonight.wttw.com/2016/06/02/weekend-events-festival-season-full-swing>



WXRT 93.1

Unique Monthly Visitors: 314,258,101

<http://wxrt.cbslocal.com/2016/04/29/5-summer-festivals-to-get-excited-about/>

Pilsen Food Truck Social Pictures:



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Sponsorship Packages:

Sponsorship package prices range depending on the type of sponsor, the onsite vendor space needs and activities, the specific perks and the desired level of brand exposure.

Custom sponsorship packages are created according to the sponsor's individual category, goals, onsite needs, objectives and budget.

Pilsen Food Truck Social sponsorship benefits can include but are not limited to:

- **Category exclusivity**
- **Presenting sponsorship of the event, a live music stage, or special area such as a sponsored VIP area or special lounge**
- **Logo inclusion in print ads, collateral materials and internet**
- **Corporate banner placement onsite**
- **Logo placement on live music stage banners**
- **Logo placement on entrance gate banners**
- **Logo and link on event website sponsor page**
- **Logo, image and/or message promoted on event social media platforms**
- **Sales and/or sampling rights (certain exclusions apply)**
- **Customized promotions**
- **Give-aways and bounce back programs**
- **On-site activation with varying footprint sizes**

Additional equipment can be supplied such as tents, counters, kitchen equipment, tables, sign poles, chairs; plus access to electricity. Vehicles, inflatables, games and other promotional items can be brought in by sponsor to the onsite space.

www.pilsenfoodtrucksocial.com

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