



# 2018 SPONSORSHIP OPPORTUNITIES

## Pilsen Food Truck Social

Friday, June 15th from 5pm-10pm

Saturday & Sunday, June 16th & 17th from 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](http://www.pilsenfoodtrucksocial.com)

## OPTIMUM EVENTS LLC

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## More About the Event



Rolling into Chicago's Lower West Side the weekend of June 15th, 16th & 17th is the fourth 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 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 the event features local performers, dance troupes, kid mariachi bands, and local record store DJs. The neighborhood of Pilsen itself will be on showcase, with dozens of local artisans, retailers, local restaurants and non-profits participating as vendors.

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, art galleries, quaint cafes, bodegas, panaderias and wonderful restaurants throughout the neighborhood. Thalia Hall will also feature ticketed shows inside their historic venue.

[www.pilsenfoodtrucksocial.com](http://www.pilsenfoodtrucksocial.com)

Facebook /PilsenFoodTruckSocial

Instagram /FoodTruckSocial

Twitter /PilsenFTS

#PilsenFTS

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## 2017 Social Media Statistics

Facebook /PilsenFoodTruckSocial  
 Instagram /FoodTruckSocial  
 Twitter /PilsenFTS  
 #PilsenFTS

- *Organic Reach of Pilsen Food Truck Social Facebook Page peaked at over 100,000 people*
- *Pilsen Food Truck Social Facebook Event: 1.9K People Went & 6.1K Interested*

### Total Reach

The number of people who were served any activity from your Page including your posts, posts to your Page by other people, Page like ads, mentions and checkins.



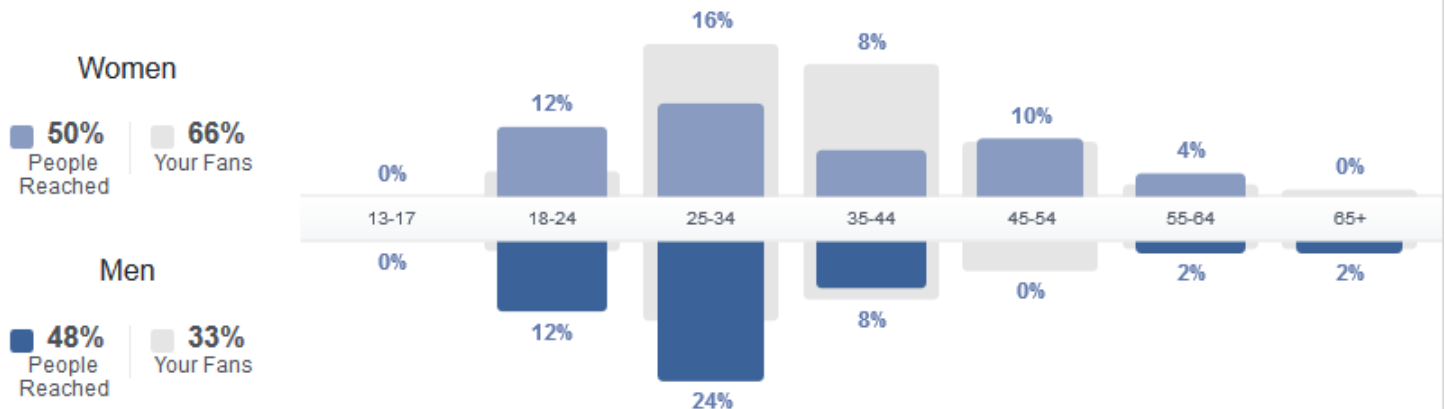
#### BENCHMARK

Compare your average performance over time.

Organic

Paid

The number of people who have seen any content associated with your Page by age and gender grouping.



### Total Page Followers as of Today: 2,020



#### BENCHMARK

Compare your average performance over time.

Total Page Followers



## 2017 Top Media Hits

**TOTAL IMPRESSIONS: 311,958,352**

### METRICS USED

- Broadcast (TV/Radio) = Audience (via Nielsen & Arbitron)
- Print = Circulation
- Online = Unique Visitors per Month

**Outlet:** Chicagoist (online)

**Date:** 6/9/17

**Impressions:** 1,548,992

**Topic:** Favorite Events This Weekend

**Link:** [http://chicagoist.com/2017/06/09/our\\_favorite\\_events\\_in\\_chicago\\_this\\_145.php](http://chicagoist.com/2017/06/09/our_favorite_events_in_chicago_this_145.php)

### 17 Our Favorite Events In Chicago This Weekend

**FOOD TRUCK SOCIAL:** 5411 Empanadas, Beavers Coffee & Donuts and Tamale Spaceship are just a few of the food trucks participating in the [Pilsen Food Truck Social](#) this weekend. A live music lineup programmed by Empty Bottle Presents features bands like Sonorama and Escort on the stage outside Thalia Hall. Admission is a \$5 optional donation. [Sampler tickets are \\$20.](#)

**Outlet:** RedEye/Chicago Tribune (online)

**Date:** 6/10/17

**Impressions:** 53,730,567

**Topic:** Chicago Festival Guide

**Link:** <http://www.chicagotribune.com/redeye/culture/festivals/ct-redeye-chicago-festivals-weekend-june-8-11-20170530-story.html>

## Chicago festivals this weekend: June 8-11

### **Pilsen Food Truck Social**

**When:** June 10-11, 11 a.m.-10 p.m.

**Where:** Pilsen, 18th and Allport streets

**How much:** \$5

**The skinny:** Get the best grub on the go featuring Chicago faves like 5411 Empanadas, DonerMen and Happy Lobster.



# 2017 Top Media Hits

**Outlet:** Chicago Tribune (print)  
**Date:** 6/9/17  
**Circulation:** 382,791  
**Topic:** Included the social in its "Weekend Dining" section



CHICAGO TRIBUNE

Tamale Spaceship will be one of 25 food trucks at the Pilsen fest.

## DO MORE

This weekend, 25 food trucks descend on Pilsen for one gluttonous street fair. At the Pilsen Food Truck Social, a \$20 sampler ticket is good for six items (truck food or beer from Revolution Brewing), or buy food and beverage a la carte. In between bites from Pierogi Wagon, Tamale Spaceship, Jerk Modern Jamaican Grill and more, shop Pilsen artists and retailers or take in the music lineup, produced by Thalia Hall and Empty Bottle Presents. \$5 suggested donation. 11 a.m. to 10 p.m. Saturday and Sunday at 18th and Allport streets, [www.pilsenfoodtrucksocial.com](http://www.pilsenfoodtrucksocial.com)

**Outlet:** Chicago Reader (print)  
**Date:** 6/9/17  
**Circulation:** 84,840  
**Topic:** Festival Round-Up

## FESTIVALS

### Ribs, food trucks, and the blues

#### CHICAGO BLUES FESTIVAL

The long-running annual blowout returns with Gary Clark Jr., William Bell, Rhiannon Giddens, Rennie Baker Brooks, and many more. See page 23 for our feature on the fest. 6/9-10/17, Millennium Park, [chicagoblues.org](http://chicagoblues.org)

#### GREEN MUSIC FEST

The environmentally conscious party features a bike-powered stage, lots of sustainable retail, and sets from Nothing, Lucero, JD McPherson, the Aggrieved Cast, and Jay Som. 6/10-11/17, Daner between North and Taylor, [wickerpark-fest.com](http://wickerpark-fest.com), \$5 suggested donation.

#### PILSEN FOOD TRUCK SOCIAL

Street food and dance beats spread out over the block outside of Pilsen's Thalia Hall. Escort (page 36), Sotomera, Gasser, and Don Sesto: Antibeat Organza are among the acts performing. 6/9-10/17, Thalia Hall, 1801 S. 18th, [pilsenfoodtrucksocial.com](http://pilsenfoodtrucksocial.com), \$5 suggested donation.

#### RIBFEST CHICAGO

Enjoy grub from 13 barbecue joints and a very sloppy rib-eating contest. Musical guests include Diane Coffee, Grizfolk, Magic Giant, and the Whiskey Centry. 6/9-10/17, Lincoln between Irving Park and Belmont, [ribfestchicago.com](http://ribfestchicago.com), \$10 suggested donation, \$100 per family.

#### SPRING AWAKENING

This massive electronic festival features mega DJs and producers from all over the globe. Enjoy sets from Diplo, Benny Benassi, Die Antwoord, Paul Van Dyk, Martin Garrix, and more. 6/9-10/17, Millennium Park, [springawakeningfestival.com](http://springawakeningfestival.com), \$80-\$120 per day, three-day passes and out: \$150-\$200.

**Outlet:** dnainfo (online)  
**Date:** 6/9/17  
**Impressions:** 3,977,244  
**Topic:** Festival Feature

**Link:** <https://www.dnainfo.com/chicago/20170609/pilsen/pilsen-food-truck-fest-spring-awakening-hit-near-west-side-this-weekend>

Participating restaurants and food trucks include: Azuli8; Belli's Chicago; Benny's Pizza; Dia De Los Tamales; Doom Street Eats; Dusek's Board & Beer; Honky Tonk BBQ; Reggie's; S411 Empanadas; Aztec Daves; Beavers Coffee & Donuts; Boo Coo Roux; Bruges Brothers; Capocies Express; Carnivale Food Truck; Chicago Lunch Box; Da Lobsta Food Truck; DonerMen; Flying Tacos; Happy Lobster Truck; Haute & Ready; Izakaya Yume Sushi; Jerk Modern Jamaican Grill; La Cocinita Food Truck; Loop Juice; Lucy's; Mike's Revenge; Mrs. Tittles Cupcakes; Pierogi Wagon; Piko Street Kitchen; Tamale Spaceship; The Lifeway Kefir Shop; Yum Dum.

Participants will be asked to give an optional \$5 donation upon entering the fest.

A portion of the food truck fest's proceeds will benefit the Illinois Food Truck Owners Association, St. Procopius Church in Pilsen, ArtReach Chicago and the Dia De Los Ninos Parade Dream Scholarship fund.

## Pilsen Food Truck Fest, Spring Awakening Hit Near West Side This Weekend



Pilsen Food Truck Social returns to the neighborhood this weekend.

**NEAR WEST SIDE** — As 90-degree temperatures hit the city this weekend, two festivals — one focused on food, the other, music — will take over the Near West Side this weekend.

The third annual The Pilsen Food Truck Social will bring 25 food trucks, live music and Revolution Brewing beer to the neighborhood from 11 a.m.-10 p.m. Saturday and Sunday at 18th Street and Allport Avenue.

A \$20 sampler ticket comprised of six individual tickets allows festival goers to try sample-sized food from food trucks on site and "shortie" Revolution brews. All food and beverages will also be available for cash purchase.

## 2017 Top Media Hits

- 3/23/17: [BizBash](#) (online) – Included an announcement for the Pilsen Food Truck Social in a news round-up – 1,248,398 Online Impressions
- 5/8/17: [RedTricycle](#) (online) – Included Pilsen Food Truck Social in a weekend event guide for kids – 1,597,052 Online Impressions
- 5/16/17: [Windy City Times](#) (online) – Included information about the Pilsen Food Truck Social in a dining news column – 77,188 Online Impressions
- 5/24/17: [Chicago Reader](#) (online) – Included Pilsen Food Truck Social in an article about porta-potties at festivals – 1,441,824 Online Impressions
- 5/26/17: [Make It Better](#) (online) – Included Pilsen Food Truck Social in a summer guide – 168,377 Online Impressions
- 5/30/17: [Time Out Chicago](#) (online) – Included Pilsen Food Truck Social in an event round-up – 61,900,030 Online Impressions
- 6/6/16: [Chicago Magazine](#) (newsletter) – Included Pilsen Food Truck Social in their weekly newsletter event round-up
- 6/7/17: [Urban Matter](#) (online) – Featured an article sharing what to expect at this year's Pilsen Food Truck Social – 117,943 Online Impressions
- 6/8/17: [Chicago Reader](#) (online) – Included Pilsen Food Truck Social in a round-up of events not to miss in June – 1,441,824 Online Impressions
- 6/8/17: [Daily Herald](#) (online) – Included the Pilsen Food Truck Social in an event round-up – 3,055,921 Online Impressions
- 6/8/17: [Time Out Chicago](#) (online) – Included a calendar listing for Pilsen Food Truck Social – 61,900,030 Online Impressions
- 6/9/17: [Chicagoist](#) (online) – Included Pilsen Food Truck Social in their favorite events round-up for the weekend – 1,548,992 Online Impressions
- 6/9/17: **Chicago Reader** (print) – Included Pilsen Food Truck Social in a festival round-up and several music listings – 84,840 Circulation
- 6/9/17: **Chicago Tribune** (print) – Included Pilsen Food Truck Social in the weekend dining section – 382,791 Circulation
- 6/9/17: [City of Chicago](#) (online) – Included a calendar listing for Pilsen Food Truck Social – 3,654,644 Online Impressions
- 6/9/17: [dnaInfo](#) (online) – Included Pilsen Food Truck Social in an article discussing events on the West side this weekend – 3,977,244 Online Impressions
- 6/9/17: [RedEye/Chicago Tribune](#) (online) – Included Pilsen Food Truck Social in a festival round-up – 53,730,567 Online Impressions



## Pilsen Food Truck Social Pictures



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## Sponsorship Opportunities

Sponsorship prices range depending on the type of sponsor, the onsite activation space needs and activities, and the specific sponsor benefits chosen to achieve the desired level of brand exposure.

Custom sponsorship packages are created according to the sponsor's individual category, goals, onsite activities, activation size and budget.

### *Available Sponsorship Benefits:*

- **Category exclusivity**
- **Presenting sponsorship of the event, a live music stage, or special area such as a sponsored family activity area or special lounge onsite**
- **On-site activation space, typically 10' x 10', 10' x 20', 20' x 20', 20' x 40'...**
- **Customized display, sales and/or sampling rights (certain restrictions apply)**
- **Logo inclusion in event promotional materials, print advertisements, online advertisements, posters, postcards**
- **Logo and link on event website sponsor or home pages**
- **Logo placement on banner signage onsite on entrance gates**
- **Logo inclusion on live music stage sound wing banners**
- **Logo, image and/or message promoted on event social media platforms Facebook, Instagram and Twitter**
- **Sponsor branded geo-filters for onsite Snapchat promotions**

Sponsorship benefits can be customized to suit the sponsors goals and objectives. Custom branded infrastructure, tents, branded vehicles, inflatables, games and other promotional items can be brought in by sponsor to an allotted onsite sponsor activation space. Access to electricity and equipment can be supplied such as tents, counters, tables, sign poles, chairs...

[www.pilsenfoodtrucksocial.com](http://www.pilsenfoodtrucksocial.com)

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