

2019 SPONSORSHIP OPPORTUNITIES



OPTIMUM EVENTS LLC

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MORE ABOUT THE FESTIVAL



Pilsen Food Truck Social 2019

Saturday & Sunday, June 8th & 9th

from 11am-10pm

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

\$5 Optional Donation

www.pilsenfoodtrucksocial.com

#PilsenFTS

Rolling into Chicago's Lower West Side the weekend of June 8th-9th 2019 is the fifth annual *Pilsen Food Truck Social*. As its eponymous name suggests, food trucks are the centerpiece of this well attended neighborhood street fest. Over 25 food trucks are featured along with local restaurant and retail vendors. There is an optional \$5 donation to attend and a percentage of the proceeds from the event benefit local non-profits.



In addition to the mobile eats and the feel good charitable factor, other elements help put the "social" into *Pilsen Food Truck Social*. Pilsen's own *Thalia Hall* programs the live music stage, promising a mix of relevant and cutting edge live music and local performances. In past years the event has featured youth bands from the *Chicago Mariachi Project*, and dancers and musicians from *Academy of Mexican Dance and Music*. The main stage also features an eclectic mix of local and touring bands and DJs of various musical genres. Headliners in the past have included Sonorama, Helado Negro, Escort, Dos Santos and more. Pilsen's own 606 Records spins tunes between sets.

The neighborhood of Pilsen itself will be on showcase, with dozens of local artisans and retailers participating as vendors. Pilsen Food Truck Social also includes a good number of local restaurants along with the food trucks, in 2018 Azul 18, Dusek's, Churro Factory, La Cebollita Grill, Honky Tonk BBQ, St. Procopius Church, and Dia De Los Tamales participated as food vendors. The 2019 retail and restaurant participants are TBA, and there are discounted vendor rates for local Pilsen area vendors.



Culture thrives in Pilsen, and Pilsen Food Truck Social patrons are invited to explore the heart of the community. Bold murals can be discovered in the most unexpected places — on the fronts of homes, along railway overpasses, and wrapped around train platforms. The artful vibe continues within storefront art galleries and studios. Pilsen Food Truck Social attendees are encouraged to spend the day, before, during or after the festival, discovering the diverse collection of vintage shops, independent coffee houses, art galleries, bodegas, panaderias, and restaurants throughout the neighborhood.

www.pilsenfoodtrucksocial.com

WHY SPONSOR PILSEN FOOD TRUCK SOCIAL ?

Because you want your brand associated with this popular event!

Event sponsors have the ability to reach a very desirable demographic of trendsetters, Millennials and more. Sponsorship of Pilsen Food Truck Social offers your business or client direct, live exposure to large crowds of urban trendsetters in a relaxed, friendly and non-threatening environment. Sponsorship can connect your business with a wide range of consumers through sampling and/or sales, lead generation, displays, retail bounce-back programs, on-site signage, media logo inclusion, web links, social media promotions and more.

Customized sponsorship packages are created to suit Sponsor budgets and objectives.

Sponsorship packages are varied in price depending on category and onsite needs, and sponsor perks can be customized in order to achieve the desired level of brand exposure.

ATTENDANCE & TARGET AUDIENCE

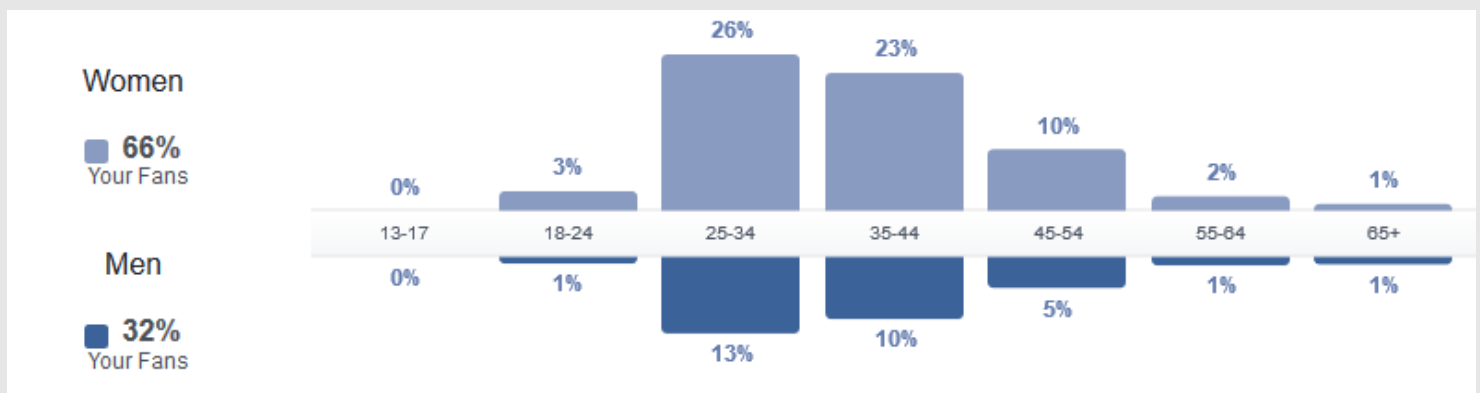


Pilsen Food Truck Social appeals to a wide audience from trendsetting Millennials to Gen Y and Xers. Pilsen neighbors, families, and Chicago-land festival, food truck, and live music enthusiasts of all ages attend the event.

Please inquire for 2019 estimated attendance: optimumeventschicago@gmail.com

Pilsen Food Truck Social has a diverse demographic:

- The Facebook fan data below provides evidence that annual attendees at the event are split approximately 34% male and 66% female.
- The majority of attendees are between 25-44 years old.



SPONSOR MEDIA LOGO INCLUSION

Media Sponsors TBD and a healthy advertising budget will provide the event with multiple display ads, digital ads, radio promotions and online promotions; **a media advertising package valued at close to \$30,000.**

Sponsor logos and links are featured on the event's exclusive website **www.pilsenfoodtrucksocial.com**.

A professional marketing firm manages the Pilsen Food Truck Social media, and press releases are sent to over 100 local and national press contacts listing sponsors. **In 2018 the Pilsen Food Truck Social PR generated 177,000,960 impressions** in top publications including *Chicago Sun-Times*, *Thrillist*, *TimeOut Chicago*, *Black Board Eats*, *Chicago Tribune*, *Chicago Parent*, *Urban Matter* plus *ABC News 7* online, *WTTW* online and more.

⇒ **500 posters and 10,000 postcards are produced with sponsor logos** which are distributed locally.



2018 Social Media Marketing & Statistics

Pilsen Food Truck Social's *Facebook Page*, *Instagram*, and *Twitter* accounts promote the event to over 3900 fans and followers.

Instagram

- From April 3 – June 11, Pilsen Food Truck Social *Instagram* posts harnessed over **22,400 impressions**.
- Day 1 *Instagram Stories* received an average of 85 views
- Day 2 *Instagram Stories* received an average of 78 views

Twitter

- From April 13 – June 11, Pilsen Food Truck Social *Twitter* posts harnessed over **31,000 impressions**.
- Within this 2-month period, we saw a 0.3% engagement rate. (Engagement rates between 0.33% and 1% is considered to be very high).

Facebook

- From April 3 – June 11, Pilsen Food Truck Social *Facebook* posts harnessed over **172,000 impressions**.
- Within this 2-month period, our peak engagement rate was 9%.

654 people were Interested in the Pilsen Food Truck Social 2018 official Facebook Event. 10,400 People Reached, 712 Event Page Views.

⇒ **Sponsor packages can include dedicated social posts.** Sponsors can also create custom branded geo-filters for *Snapchat* and other social media promotions onsite.

@PilsenFoodTruckSocial @FoodTruckSocial #PilsenFTS

FANS/FOLLOWERS:

Facebook: 2,383
Instagram: 1,140
Twitter: 385

SPONSOR BRAND EXPOSURE ONSITE



Onsite Signage

Sponsor logos appear on onsite signage. There are four entrance gates, and sponsor logos are featured on a banner at each gate. 2018 Sponsor banner shown below.

Sponsor packages can also include logo inclusion on live music stage signage. Presenting sponsors can brand an entire stage.

SPECIAL THANKS TO OUR GENEROUS SPONSORS & PARTNERS:



SPONSOR ONSITE ACTIVATION



Space Onsite for Promotions & Sampling

Sponsorship of Pilsen Food Truck Social offers your brand direct, live exposure to large crowds of urban trendsetters in a relaxed, friendly and non-threatening environment.

On-site activation space is available to sponsors, typically 10' x 10', 10' x 20', or 20' x 20'. Sponsors can utilize the space for displays, sales, lead generation, promotions, sampling, give-aways and bounce back programs.

The consumer not only sees the sponsor onsite, but can also engage with the brand and have a hands on live experience that develops a valuable and memorable relationship with the sponsor.

Custom branded infrastructure, tents, branded vehicles, inflatables, games and other promotional items and experiential marketing installations can be brought in by sponsors to the allotted onsite activation space. Permits, licenses, and insurance can be provided by the event for sponsors to perform food or spirit sampling.

SAMPLES OF 2018 MARKETING MATERIALS



Poster



Postcard (Back)



Half Page Red Eye Ad



Postcard (Front)

PILSEN FOOD TRUCK SOCIAL PICTURES



2019 SPONSORSHIP



Sponsorship prices range depending on the type and category 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, budget, onsite activities and activation size.

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**
- **Logo inclusion in event promotional materials, print advertisements, online advertisements, posters, postcards**
- **Logo and link on event website sponsor pages**
- **Logo placement on banner signage onsite at entrance gates and/or on live music stages**
- **Logo, image and/or message promoted on event social media platforms *Facebook, Instagram and Twitter***
- **Sponsor branded geo-filters for *Snapchat* promotions**
- **On-site activation space, typically 10' x 10', 10' x 20', 20' x 20', 20' x 40'**
- **Display, sales and/or sampling rights (certain restrictions may apply)**
- **Customized onsite promotions, give-aways and bounce back programs**

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

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