Roll'n Out Food Truck Fest

Food Trucks * Movies in the Park * Artisan Market * Interactive Fun

Downtown Grand Rapids Inc. (DGRI) the Grand Rapids Food Truck Association (GRFTA) and The City of Grand Rapids, bring you Grand Rapids largest food truck rally to the heart of the city in Downtown Grand Rapids!

On May 21, 2017, food trucks from all over Michigan will have an opportunity to highlight their unique cuisine to the Grand Rapids community in order to celebrate the new pilot food truck ordinance passed by City Commission in 2016. This fun free event will highlight culinary and business entrepreneurship, and culinary talents of all kinds.

EVENT DETAILS

Taking place in and around Heartside Park and the Downtown Market parking lot, Roll'N Out Food Truck Fest will go live from 11:00 a.m. to 7:00 p.m. offering all types of FREE activities including:

- **15+ oh-so-colorful food trucks** featuring diverse and incredibly yummy food offerings to please any palette, think complete meals to fill you up and $3 tasting options to tickle your senses
- **Movies on a ginormous LED screen** for incredible viewing wherever you park your fanny (Did we mention the movie theme? FOOD. To make you hungry. So you continue to visit food trucks)
- **Pop-Up Performers** to keep your entertained between movies and give you something to watch while you continue to explore additional food choices
- **Food Truck Walk**, just like the cake walk at your local carnival but better because it will lead winners back to the food trucks, for more food
- **Artisan Market** at the Downtown Market parking lot so when you absolutely cannot hold one more bite of food you can participate in some interactive art and maybe make a purchase or two or three to support local artists
- **Games** – think giant Jenga, twister and board games galore – all set up and ready to go for play time (after you've used a compostable napkin to remove all the food remnants that you've accumulated on your hands)
- **And we're not done** planning yet, just don't have more details to give you -- and anyway, you look overwhelmed by the upcoming fun and excitement this spring in the Downtown






SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSORSHIP - $10,000 (1 AVAILABLE)

That's it, take credit for this unique event by snagging the naming rights and all the benefits that go along with it, from brand promotion to event attendee engagement to employee involvement. It's all yours for the taking. Plus, your sponsorship check gets written to the nonprofit DGRI for tax purposes. What could be better?

- ☐ Sponsor :30 commercial or logo airing during pre-event promotion on the LED screen at Heartside Park 3x
- ☐ Sponsor logo fixed on LED screen during on-stage welcome at 12 pm
- ☐ Company representative to provide on-stage welcome from stage at 12 pm and prior to each of the movies
- ☐ Sponsor :30 commercial airing on LED screen 1x between each movie (3x)
- ☐ Company name with link to your website on DGRI website
- ☐ Space for your branded tent in Heartside Park for sales, demonstrations, sampling, community relations, etc.
- ☐ 30 $10 food vouchers for sponsor employees to enjoy food truck fare (used day of event)
- ☐ Name recognition by emcee throughout the event during between movie announcements
- ☐ Logo and name inclusion on all promotional handbills and posters (5,000+; City wide distribution)
- ☐ Name included in one event news release and one event media alert
- ☐ Reserved seating for movie viewing for your group in Heartside Park (20x20 space)
- ☐ Name included in all related social media posts
- ☐ Opportunity for food trucks to distribute brand information at point of sale
- ☐ Logo on event t-shirt warn by event planning team, food truck staff and available for purchase by public (100+)
- ☐ Opportunity for sponsor employees in branded shirts provided by sponsor to assist with event hospitality
- ☐ Name included in DGRI website database emails and social media outlets (40,000+ followers) regarding event
- ☐ Opportunity for sponsor to include two questions on surveys taken at the event by DGRI staff
- ☐ Sponsor recognition on community event calendars (ExperienceGR, GR Now, City of GR, GR Kids, Pure MI)
- ☐ Logo included on event banner displayed near stage in Heartside Park.
- ☐ Name recognition in post-event photo album on DGRI Facebook page as sponsor

ARTISAN MARKET SPONSORSHIP - $3,500 (1 AVAILABLE)

The Artisan Market has to be presented by someone, right? This opportunity will allow you to rub elbows with some of West Michigan's most creative sorts and underwrite their interactive art efforts! Plus, event attendees will get the chance to paint, chalk, bead and all kinds of other cool stuff, becoming artists themselves which we know is brain food, complimenting all the food truck food. And, art sales will be brisk with projects getting new homes.

- ☐ Space for your branded tent at the Artisan Market to welcome visitors while providing fun experiences, samples, sales, etc.
- ☐ 4 branded banners for display within Artisan Market footprint
- ☐ Sponsor :30 commercial or logo airing 3x on the LED screen (one time between each move)
- ☐ Name inclusion associated with the Artisan Market in one media release and one media alert
- ☐ Company name with link to your website on DGRI website
- ☐ Name included in DGRI website database emails and social media outlets (40,000+ followers) regarding event
- ☐ 10 $3 tasting item food vouchers for sponsor employees to enjoy food truck (used day of event)
- ☐ Name recognition related to the Artisan Market by emcee on Heartside Park move stage a minimum of 5x
- ☐ Name inclusion on all promotional handbills and posters (5,000+; City-wide distribution)
- ☐ Name included on all Artisan Market-related social media posts
- ☐ Logo on event t-shirt warn by event planning team, food truck staff and available for purchase by public (100+)
- ☐ Opportunity for sponsor to provide register to win opportunity online pre-event or on-site at the event
- ☐ Logo included on event banner displayed near stage in Heartside Park
- ☐ Opportunity for sponsor to include one question on survey taken at the event by DGRI staff
- ☐ Opportunity for sponsor employees in branded shirts provided by sponsor to assist with Artisan Market hospitality

ENGAGEMENT SPONSORSHIP - $2,000 (5 AVAILABLE)

What organization wouldn't want a presence at this unique event to engage with attendees as they gorge on food truck fare, watch movies while picnicking with friends and family in Heartside Park, and participate in art and entertainment experiences? This sponsorship allows space for your branded tent for sampling, sales, couponing or just general chit-chat that some call community relations. You'll get real with real people in real time.

- ☐ 15'x15' space for your branded tent and/or display area in Heartside Park
- ☐ Sponsor :30 commercial or logo airing on LED movie screen 2x during event
- ☐ Logo with link to your website and Facebook page on DGRI event website page and Facebook event invite
- ☐ Name included in DGRI website database emails and social media outlets (40,000+ followers) regarding event
- ☐ 5 $3 tasting menu food vouchers for sponsor employees to enjoy food truck fare (used day of event)
- ☐ Logo inclusion on digital banner with other Engagement Sponsor logos showcased 5x during event
- ☐ Name included in one event news release and one event media alert
- ☐ Logo included in up to two event-related social media posts promoting sponsors' space at the event
- ☐ Logo on event t-shirt warn by event planning team, food truck staff and available for purchase by public (100+)
- ☐ Name recognition related to sponsors area by emcee on Heartside Park move stage a minimum of 2x

FOOD TRUCK SPONSORSHIP - $1,000 (15 AVAILABLE)

Of course you'd like to have a food truck menu item named after your organization, your CEO...or maybe one of your products? Then have some of your members get to enjoy said food item while discussing your creativity and out-of-the-box thinking. You'd also like to see that food truck out and about town with your brand plastered all over same food truck's windows. Then check out how to get it done!

- ☐ Logo/name inclusion on one poster displayed on service side of truck during event
- ☐ Your brand, product, management team, etc. included in the name of one food truck item sold at event
- ☐ 15 $3 tasting menu food vouchers for your employees to enjoy your menu item (used day of event)
- ☐ Distribution of a product sample, coupon or brand engagement piece distributed by your food truck at point of sale
- ☐ Name included in DGRI website database emails and social media outlets (40,000+ followers) regarding event
- ☐ Name inclusion in one media release
- ☐ Name included in all DGRI website database emails and social media outlets (40,000+ followers) mentioning the event
- ☐ Your :30 commercial or logo run one time during the event on the LED movie screen along with your food truck's logo
- ☐ Your logo included along with other Food Truck Sponsor logos on a digital banner featured 5x on the LED movie screen
- ☐ 6ft table outside of your sponsored truck for your staff to promote and distribute information about your company/organization

To learn more about these opportunities, please contact:

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