

2019 Minot Food Truck Festival

# SPONSORSHIP PACKAGE

Sunday - August 18th, 11AM-8PM

Organization: NDstrong

Contact Number: Eric - 701-721-0001

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Address: 834 University AVE W, Minot, ND 58702

## ORGANIZATION MISSION

NDSTRONG is an accredited 501(c)(3) educational nonprofit with a mission to educate students, teachers, and Youtubers about filmmaking and social media literacy. It is our goal for students and teachers to understand social media and film production, how to integrate it into the classroom, and to show how it has become embedded in our culture.

## **About the Festival:**

We are looking to expand our festival from last year. In 2017, we launched Minot's first food truck festival expecting roughly 1,000 people. It was an event to remember as we ran out of wristbands and lost count after 5,000 recorded people attended. Last year, it did rain during our event, but we still had an amazing attendance of over 3500 people.

Due to the enormous success, this year we are attempting to make the event bigger and better than ever! Using the great feedback from our last years' consumers, we are looking to add more bands, more performing acts (magicians, comedians, dancers, fire throwers, etc.), more arts & crafts vendors, additional activities in our kids zone for families, and of course MORE FOOD TRUCKS!

Minot's food truck festival is one of the fastest growing festivals in North Dakota. It is undeniable that the food truck phenomenon is here to stay! Last year, we saw an amazing potential to build on to, and create an event/tradition that can remain special to Minot. We are now entering our third season and will continue building on our start in 2017, where 5,000 attendees joined us for the first festival season and hopefully over 10,000 this year.

Above all, we are hoping to create a great family-friendly event for the community and surrounding communities of Minot, ND for generations to come.

## **Information:**

Date: Sunday, August 18th 2018

Time: 11:00am to 8:00pm

Location: Oak Park

Estimated 2019 Attendance: ~5,000 to ~10,000

## **Demographics:**

Minot's Food Truck Festival is the first of its kind in the Minot Area located in the beautiful Oak Park.

**Minot's Food Truck Festival Demographics Source:** Minot Food Truck Facebook Event Page analytics.

- Gender: 88% female 11% Male
- Age: 7%(18-24), 41%(24-34), 31%(35-44), 11%(45-54), 7%(55-64), 3%(65+)

## **Sponsorship:**

Festival sponsorships offers an opportunity for business or non-profits to build brand awareness, launch new products or services, as well as connect with consumers in a fun and relaxed atmosphere.

Sponsors receive benefits such as

- Frequent brand exposure through Social Media and onsite presence
- Sales opportunities through sampling and displaying
- Direct alignment with Minot's consumer market

## **GENERAL SPONSORSHIP LEVELS**

### **Diamond SCREEN Sponsor \$5,000 (1)**

- Prominent on-site presence at Front Gates
- (50) complimentary tickets to the gate
- Complimentary 10x10 booth space (corner if available) on site at the festival
- Up to two (2) banners (provided by sponsor) placed in prime locations at festival
- Publications: social media, website and email blasts
- Logo on sponsored event page
- Logo on festival map
- On-Site Signage: Logo on (2) sponsor recognition signs
- Verbal Recognition: Name recognition as sponsor by stage emcees/PA announcements
- *(12) 30 second video advertising slots to be played on Stage Screen between music acts. (Dependent on Securing screen rental)*

### **Platinum Sponsor \$2500 (1)**

- Complimentary 10x10 booth space (corner if available) on site at the festival
- (25) complimentary tickets to the gate
- Up to (1) banners (provided by sponsor) placed in prime locations at festival
- Publications: social media, website and email blasts
- Logo on sponsor recognition page
- On-Site Signage: Logo on (1) sponsor recognition signs
- Verbal Recognition: Name recognition as sponsor by stage emcees/PA announcements
- *(8) 30 second video advertising slot to be played on Stage Screen between music acts. (Dependent on Securing screen rental)*

### **Gold Sponsor \$1000 (5)**

- Complimentary 10x10 booth space (corner if available) on site at the festival
- (15) complimentary tickets to the gate

- Up to (1) banner (provided by sponsor) placed in prime locations at festival
- Logo on sponsor recognition page
- *(4) 30 second video advertising slot to be played on Stage Screen between music acts. (Dependent on Securing screen rental)*

### **Silver Sponsor \$500 (10)**

- Complimentary 10x10 booth space on site at the festival
- (10) complimentary tickets to the gate
- Sponsor Recognition page
- Logo on website sponsor page
- *(2) 30 second video advertising slot to be played on Stage Screen between music acts. (Dependent on Securing screen rental)*

### **In Kind Sponsors**

- All in kind sponsors will receive an equivalent exposure to value.

## **AREA SPONSORSHIPS:**

### **Vendor Sponsorship \$1,000**

- Complimentary 10x10 booth space in the vendor area during the festival
- Up to (1) banner placed half way through the vendor area
- Logo on sponsor recognition page
- Logo on Vendor entrance sign
- *(1) 30 second video advertising slot to be played on Stage Screen between music acts. (Dependent on Securing screen rental)*

### **Stage Sponsorship \$1,250**

- Complimentary 10x10 booth space in the vendor area during the festival
- Up to (1) banner placed by the stage area
- Logo on sponsor recognition page
- Logo on Performance entrance sign
- *(1) 30 second video advertising slot to be played on Stage Screen between music acts. (Dependent on Securing screen rental)*

### **Kid Zone Sponsorship \$1,250**

- Complimentary 10x10 booth space in the vendor area during the festival
- Up to (1) banner placed by the stage area
- Logo on sponsor recognition page
- Logo on Kid Zone entrance sign
- *(1) 30 second video advertising slot to be played on Stage Screen between music acts. (Dependent on Securing screen rental)*

Branded Contd.

Facebook Page: <https://www.facebook.com/minotfoodtruckfestival/>

TV News:

<http://www.kfyrtv.com/content/news/1st-annual-Food-Truck-Festival-comes-to-Minot-442020933.html>

<http://www.myndnow.com/news/minot-news/food-truck-festival-comes-to-minot/797529012>

Newspaper: <http://www.minotdailynews.com/news/local-news/2017/08/food-on-the-roll/>

## 2019 Minot Food Truck Festival Sponsorship Agreement

Name of SPONSOR: \_\_\_\_\_

Physical Address: \_\_\_\_\_ E-Mail: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Phone: \_\_\_\_\_

Date of Event: **Sunday, August 18th, 11AM-8PM**

Sponsorship Level: \_\_\_\_\_

Things we need from you:

- 1) One High Resolution Logo for both print and online.

VENDOR signature: \_\_\_\_\_ Date: \_\_\_\_\_

NDstrong representative: \_\_\_\_\_ Date: \_\_\_\_\_

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### **BILLING:**

Please sign, MAKE A COPY, and return a copy to NDstrong by **June 15th, 2019.**

CHECK PAYABLE TO:

NDSTRONG  
PO BOX 1614  
Minot, ND 58702