



# FOOD TRUCK FACE OFF 2019

SATURDAY, JUNE 29 | 4:00 - 10:00 PM  
LIBERTY PARK

SUPPORTING UTAH'S HOMELESS AND LOW-INCOME YOUTH AND FAMILIES

## How does it work?

Over 25 food trucks are expected to roll into Liberty Park in 2019. Prior to the event, each nonprofit organization will pre-sell \$5 tickets (\$6 tickets day of) to the Face Off. Tickets will be redeemed for food or beverage at the Face Off, priced from 1 to 5 tickets. A portion of each ticket sold is donated to the nonprofits participating in the Face Off.

Event attendees will also have the opportunity to enjoy local entertainment, a beer garden, and a movie in the park after dark hosted by Salt Lake City.

The nonprofit that pre-sells the most tickets will be declared the grand prize winner and receive an additional cash prize. The food truck who has received the most tickets will receive a trophy and bragging rights as the 2019 Food Truck Face Off Champion.

## The Opportunity

Last year was the 4th Annual Face Off and featured 28 food trucks with over 12,000 people attending! The combined marketing power of the four participating nonprofits and the Food Truck League is a powerful force for good and a great opportunity for brand exposure for all sponsors.

The draw from social media in 2019 will be even bigger: The four nonprofits, the Food Truck League and our community partners have over 80,000 Facebook followers, 4,300 Twitter followers, and nearly 22,000 on Instagram! Each nonprofit partner agrees to promote the event weekly on social media, advertise Food Truck Face Off on their homepage, and utilize email marketing to promote the event. Over 60,000 people are reached through the email lists alone.

Local media cover the event on television and radio leading up to and on the day of the event. This draws in even more people ready to chow down for charity. Join us this summer for the largest food truck rally in the state of Utah and help us end homelessness and poverty!

Food Truck Face Off benefits the following nonprofits:



Volunteers of America<sup>®</sup>  
UTAH



Utah Community Action<sup>™</sup>  
Committed to Ending Poverty



FOURTH STREET CLINIC  
HOMELESSNESS HURTS. HEALTH CARE HELPS.

Community Partner:



Food Truck Partner:





# FOOD TRUCK FACE OFF 2019 SPONSORSHIP OPPORTUNITIES

## **Presenting Sponsor: \$25,000** *(Limited to one)*

- "Above the Event Name" publicity w/ logo on all promotion for the event, including signage, tickets, event webpage, etc. i.e, "Food Truck Face Off 2019 hosted by XYZ"
- Opportunity for table/booth with company representatives at event
- Onstage recognition
- Social media thank you from all four nonprofit partners
- 150 tickets to the Face Off (valued at \$5 each)
- Volunteer opportunities for employees

## **Gold Sponsor: \$10,000**

- Logo on event signage and event webpage
- Social media thank you from all four nonprofit partners
- Opportunity for table/booth with company representatives at event
- Onstage recognition
- 100 tickets to the Face Off (valued at \$5 each)
- Volunteer opportunities for employees

## **Silver Sponsor: \$5,000**

- Logo on event signage and event webpage
- Social media thank you from all four nonprofit partners
- Opportunity for table/booth with company representatives at event
- Onstage recognition
- 75 tickets to the Face Off (valued at \$5 each)
- Volunteer opportunities for employees

## **Entertainment Sponsor: \$3,000** *(Limited Availability)*

- Logo on event signage near the stage
- Social media thank you from all four nonprofit partners
- Opportunity for table/booth with company representatives at event (upon availability)
- Onstage recognition
- 50 tickets to the Face Off (valued at \$5 each)

## **Host Sponsor: \$2,500**

- Logo on event signage and event webpage
- Social media thank you from all four nonprofit partners
- Opportunity for table/booth with company representatives at event (upon availability)
- 50 tickets to the Face Off (valued at \$5 each)

## **Sponsor: \$1,000**

- Listing on event signage and event webpage
- Opportunity for table/booth with company representatives at event (upon availability)
- Social media thank you from all four nonprofit partners
- 25 tickets to the Face Off (valued at \$5 each)

## **Beer Garden Barricade Sponsor: \$250**

- Four-color company logo on a beer garden barricade (both sides)