



# Grand Rapid's Biggest Family Friendly Event! Food Truck Fridays Returns in 2024 for its 8th season.

Now is your chance to get your company or organization in front of thousands of local community members.

Food Truck Fridays has become Grand Rapid's favorite family friendly event every summer. Every Friday we gather at Riverside Park with over 15 local food trucks, 20 local small business merchants, a small nonprofit hosted beer tent, music and thousands in attendance.



Some of our past partnerships have included names such as Disney & Tesla.

So join us in 2024 & see what all the fun is about!





# Food Truck Fridays

Join us for our 8th season at Riverside Park for Grand Rapids best family friendly event happens every Friday, May 17th - July 26th (5p-9p)

## 11 weeks of Food Truck Fridays

- 8 different community nonprofit partnerships
- Beer Tent every week
- Music every week
- City of Grand Rapids partnership & promotion
- Over 16 Food Trucks every week
- 30,000+ people during our season

### Musical Partner - \$7,000

- Headline partner for new addition of weekly concert series.
- Company name prominently listed on all promotional materials as the presenter for new concert series.
- Space at all 11 weeks of Food Truck Fridays
- 12'x12' onsite display space (power, tent, tables & chairs not included)
- Company listed in Food Truck Fridays Magazine (\$1,200 value - Full Page 8.5" x 5.5")
- Banners (4) created and displayed onsite at each entrance & on stage. (We print, design work must be submitted by March 31, 2024)
- 22 coupons (total) good for a FREE dessert from Underground Cookie Club
- Company mentions during concert
- Opportunities to engage local brand awareness on site

### Silver Level - \$250

- Space at 1 week of Food Truck Fridays  
Date can be selected on application (multiple dates possible, price is per date)
- 10'x10' onsite display space (tent, tables, power & chairs not included)
- Opportunities to engage local brand awareness on site (selling is allowed)

### Bronze Level - \$500

- 3'x5' Banner that we print displayed for all 11 weeks of FTF.
- 3 total banners made and displayed at each entrance.
- Artwork is due by April 1st!

### Platinum Level - \$3,000

- Space at all 11 weeks of Food Truck Fridays
- 12'x12' onsite display space (power, tent, tables & chairs not included)
- Company listed on social media posts
- Company listed in Food Truck Fridays Magazine (\$450 value - 2.5" x 5")
- Banners (4) created and displayed onsite at each entrance & on stage. (We print, design work must be submitted by March 31, 2024)
- 22 coupons (total) good for a FREE dessert from Underground Cookie Club
- Company mentions during concert
- Opportunities to engage local brand awareness on site (selling is allowed)

### Gold Level - \$1,500

- Space at 6 weeks of Food Truck Fridays (Dates can be chosen on application)
- 12'x12' onsite display space (power, tent, tables & chairs not included)
- Company listed on social media posts
- Company listed in Food Truck Fridays Magazine (\$450 value - 2.5" x 5")
- Banners (3) created and displayed onsite at each entrance. (We print, design work must be submitted by March 31, 2024)
- 12 coupons (total) good for a FREE dessert from Underground Cookie Club
- Opportunities to engage local brand awareness on site

Created & Organized by





# Advertising Sponsor Application

Company Name: \_\_\_\_\_

Company Contact: \_\_\_\_\_

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

City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

## Dates:

Musical Partner (\$7,000)

Platinum Level (\$3,000)

Gold Level (\$1,600)

Silver Level (\$1,500)

Nickel Level (\$275)

Brass Level (\$250)

**Due By: March 31st**

May 17 \_\_\_\_\_ June 28 \_\_\_\_\_

May 24 \_\_\_\_\_ July 5 \_\_\_\_\_

May 31 \_\_\_\_\_ July 12 \_\_\_\_\_

June 7 \_\_\_\_\_ July 19 \_\_\_\_\_

June 14 \_\_\_\_\_ July 26 \_\_\_\_\_

June 21 \_\_\_\_\_ Aug 2 \_\_\_\_\_

\*Aug 2nd is a rain date

Printed Name: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Please submit application before due date to ensure all benefits are received.

Invoices will be emailed with payments available online.

Applications & questions can be emailed to:

**GRlovesFoodTrucks@Gmail.com**