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NONPROFIT

Grand Rapids' Biggest Family Friendly Event Series! Promote Your Business In 2026

A Unique Opportunity to Connect with Thousands of Local Residents

Now is your chance to get your company or organization in front of thousands of residents. The Heart of Food series, organized by the creative minds behind GR8 Food Trucks & Underground Cookie Club, is gearing up for an unforgettable 2026 season and we want you to be a part of it!

What's New for 2026?

Next year marks our most exciting chapter yet, as our signature event, Food Truck Fridays, celebrates its 10th season. In addition to this beloved tradition, we're thrilled to introduce several new events destined to become annual favorites:

- Taste of Summer
- Truckin' Taco Tuesdays
- Forks without Borders (International Food Festival)
- Grand Food Truck Championship

The Impact of Your Support

Thanks to community members like you, our platform has helped local small businesses generate over \$3 million in revenue over the past nine years. Our ambitious goal is to surpass \$4 million by the end of 2026, and with your participation, we know we can get there!

Of the local businesses we've supported, 37% are POC-owned and 45% are women-owned. Through these events, we're proud to showcase and uplift a diverse, vibrant community of entrepreneurs.

Unmatched Exposure & Engagement

In 2026, we anticipate entertaining over 75,000 residents across 24 event dates. Each event will feature an incredible variety of food trucks, a bustling artisan village, a lively beer tent, and non-stop live music entertainment. With the milestone 10th anniversary of Food Truck Fridays and several new events, we expect strong media coverage and community buzz all year long.

Be Part of the Heart of Food

On the next page, you'll find detailed information about each event. If you're interested in showcasing your company or organization and joining us for this milestone year, we invite you to connect with us!



*Let's make 2026 the best year yet
for our local businesses and community.*



2026 Heart of Food Event Series

Riverside Park



May 9th • 12p - 8p

Join us along with 5,000 Grand Rapids locals as we kick off the summer Food Truck season. Taste of Summer is a new event that features members of Heart of Food as they offer smaller a la cart options of their summer menu. Giving people the perfect chance to try a taste of the many offerings available from our food truck friends. Additionally as usual we will have a bustling artisan village, refreshing beer tent and live music throughout the day.



May 15th - Aug 14th • 5p - 9p • 14 Event Dates

Grand Rapids favorite family friendly event is back again, celebrating our 10th season. This ultimate community picnic features a rotating schedule of over 20 different local food trucks, a bustling artisan village, craft beer tent and live music every week.

Join us as we celebrate for 14 weeks this summer and can easily see 40,000 - 50,000 local residents all summer long.



May 26th - Jun 30th • 5p - 9p • 6 Event Dates

Join us along with an estimated 12,000 residents as we celebrate the love of Tacos! Everyone's second favorite day of the week is about to get that much better. We are bringing together some of your favorite Taco Food Trucks, and even bringing in Food Trucks that normally don't serve tacos. As they craft a unique taco just for this event, showcasing the versatility that makes tacos one of our favorite foods. This event series will run for 6 weeks and feature a variety of Food Trucks, a talented artisan village, live music and margarita & beer tent.

June 6th • 11p - 9p



Grand Rapids has become a diverse food destination city with so many global cuisines available. This event's goal is to celebrate those diverse options that we have locally. Featuring unique menus from around the globe all crafted by local talented chefs. In addition to the varied food offerings there will be an international artisan village, festive live music all day & a refreshing beer tent. Join us as we anticipate celebrating with approximately 8,000 locals in our first year.



Sept 11th 4p - 8p & Sept 12th 12p - 8p

Closing our season we bring you the Grand Food Truck Championship. We will crown several Food Truck Champions across several categories. This is the last celebration of the season for us & will feature over 25 food vendors, a vibrant artisan village, beer & margarita tent plus live music over two days.

Join us as we anticipate around 10,000 residents over both days.

24 Amazing Days of Events

Advertising & Sponsorship Opportunities

We want to help you succeed and get the most out of this opportunity while also helping our local community. Below are some standard packages and options listed, feel free to select which options would work best for your organization. If you have a specific goal or message you would like to present in your advertising? Let us know and we can work to create a personalized package to help your organization succeed.

Standard Package

- 24 (24) \$1 VIP food vouchers for each date
- 2 vouchers good for a FREE dessert from Underground Cookie Club for each date
- 12'x12' onsite display space
(power, tent, tables & chairs not included)
- Company listed on all social media posts, signs and fliers
- Opportunities to engage local brand awareness on site (selling is allowed)

Event Rates

- Food Truck Fridays** - - - - - \$375
(14 event dates) (per date)
- Truckin' Taco Tuesday** - - - - \$275
(6 event dates) (per date)
- Taste of Summer** - - - - - \$400
- Forks without Borders** - - - - \$500
- Food Truck Championship** - \$700
(2 day event) (for both days)

Additional Options

Advertising/coupon book

\$500

This sponsorship booklet will be handed out and available at all events during the 2026 season. You may use this as an advertisement and/or have coupons for your company or organization.

5000 initial copies distributed

Artwork is needed by:

March 30, 2026

5.5"w x 8.5"h (plus 1/8" Bleed)

Stage Banner

\$1200

(Only \$50 per event)

Company banner that we have printed for you and hung in front of our stage for all 24 events during the 2026 season.

Banner size is 4' x 2'

Artwork is needed by:

March 30, 2026

File image:

12"w x 6"h (plus 1/8" Bleed)

Yard Sign Advertisements

\$1200

(Only \$10 per sign per event)

Have your company advertised and displayed on yard sign planted throughout the event space. 5 total signs will be printed and displayed at each entrance/exit and in main thoroughfare. For all 24 events in 2026.

Sign size is 18"x24"

Artwork is needed by:

March 30, 2026

File image:

6"w x 8"h (plus 1/8" Bleed)

Push Notification on Heart of Food App

\$500

New in 2025 our Heart of Food app already has over 1000 downloads and we anticipate that doubling in 2026. The app allows you to stay current on event information, vote for your favorite food truck and reach out to book one of the food truck members. If you would like this addition we will schedule 6 push notifications to be sent out during the season while events are running.

Notifications can be to encourage guest to visit your booth or a link to a promo etc.

Discounts available for bundling and selecting multiple dates/events. See next page for available discounts.

Advertising Sponsor Application

Standard Package

Food Truck Fridays

- ☐ \$375 (per date) How many dates _____
☐ 7 Dates - ~~\$2,625~~ \$2,500 (**SAVING \$125**)
☐ 14 Dates - ~~\$5,250~~ \$5,000 (**SAVING \$250**)

Select Dates →

Truckin' Taco Tuesdays

- ☐ \$275 (per date) How many dates _____
☐ 6 Dates - ~~\$1,650~~ \$1,500 (**SAVING \$150**)

Select Dates →

- ☐ Taste of Summer - \$400
☐ Forks without Borders - \$500
☐ Grand F.T. Championship - \$700

Sign up for all 3 \$1,500 (**SAVING \$100**)

- ☐ **ALL 24 EVENTS ONLY \$7,500**
That is \$1,000 savings

Additional Options

- ☐ Advertising Book - \$500
☐ Push Notifications - \$500
☐ Stage Banner - \$1,200
☐ Yard Signs - \$1,200

- ☐ **ALL 4 OPTIONS ONLY \$2,500**
That is \$900 savings

Food Truck Friday Dates

May 15 ☐ May 22 ☐ May 29 ☐
June 5 ☐ June 12 ☐ June 19 ☐
June 26 ☐ July 3 ☐ July 10 ☐
July 17 ☐ July 24 ☐ July 31 ☐
Aug 7 ☐ Aug 14 ☐

☐ **ALL DATES**

Taco Tuesday Dates

May 26 ☐ June 2 ☐ June 9 ☐
June 16 ☐ June 23 ☐ June 30 ☐

☐ **ALL DATES**

☐ In-Kind Donations

Frequent Fridays Card is our FREE stamp card for guests. Every week they attend our event they collect a stamp. At the end of the season they are able to enter their card into different drawings based on how many stamps they collected.

If you are interested in donating an in-kind prize for our drawing we would love to offer it.

**Additional food vouchers can be purchased for face value.
(handling fee is waived with sponsorship)

Company Name: _____

Company Contact: _____

Phone: _____ Email: _____

Printed Name: _____

Signature: _____ Date: _____

***Prices will increase on March 31st, 2026**

Please submit application & artwork before due date 03/30/26 to ensure all benefits are received. Additional options are no longer available after March 31, 2026.

Invoices will be emailed with payments available online.

Applications & questions can be emailed to:

GRlovesFoodTrucks@Gmail.com