



2025 Germantown Avenue Food Truck Festival  
(Date: 9/6/2025; Rain Date: 9/7/2025; Location 5400 Block)

## **WHAT DOES FOOD TRUCK FESTIVAL SPONSORSHIP LOOK LIKE**

### **TITLE SPONSORSHIP:**

In consideration of an entity signing on as the title sponsor of the Germantown Avenue Food Truck Festival at \$7,500 (cash or some mutually agreeable combination of cash and in-kind resources), The Achievement Foundation is prepared to provide the package of promotional resources and opportunities conservatively valued at \$40,000-50,000 outlined below:

- Sponsor level and category exclusivity
- Name inclusion as part of the event name in all materials and mentions
- Venue signage
- Logo/tag included in all advertising vehicles (print, radio, website, TV, flyers, banners, etc.)
- Link to applicable sponsor web site from The Achievement Foundation web site
- 10' x 10' exhibitor area at the event for marketing activity
- Inclusion in photo opportunities and media interviews where available
- Recognition of the title sponsor's role in press releases and stage recognition at the event
- Access to the VIP & Sponsorship Hospitality area at the festival

In exchange for providing the title sponsor access and visibility commensurate with a sponsorship commitment as outlined above, The Achievement Foundation is seeking the following combination of resources (or some equally viable scenario):

- Tag broadcast, digital & print ads to highlight Food Truck Festival sponsorship role
- Design & execute a high visibility premium giveaway promotion at the event
- Display The Achievement Foundation logo on the sponsor's web site
- Insert a link to The Achievement Foundation's designated web site
- Display & disseminate event posters & flyers at sponsor's physical place(s) of business
- Disseminate event info via one online mass mailing
- Provide at least one item for inclusion in 500 book bags to be given away at the event
- Provide leads for food truck vendors, non-food vendors, and community partners
- Provide premium promotional merchandise (qty. 2-3) for door prizes
- Provide promo items for goodie bags (300-500) to be distributed at event
- Provide at least one services & manpower, materials & supplies, or equipment item needed
- Pay applicable cash sponsorship fee

## **GOLD SPONSORSHIP:**

In consideration of an entity signing on as a Gold Tier sponsor of the Germantown Avenue Food Truck Festival at \$4,000 (cash or some mutually agreeable combination of cash and in-kind resources), The Achievement Foundation is prepared to provide the package of promotional resources and opportunities conservatively valued at \$40,000-50,000 outlined below:

- Sponsor category exclusivity
- Naming rights to the stage, Family Activities area or Arts Village
- Venue signage
- Logo/tag included in all advertising vehicles (print, radio, website, TV, flyers, banners, etc.)
- Link to applicable sponsor web site from The Achievement Foundation web site
- 10' x 10' exhibitor area at the event for marketing activity
- Inclusion in photo opportunities and media interviews where available
- Inclusion of sponsor's name in press releases mentioning named activity area
- Access to the VIP & Sponsorship Hospitality area at the festival

In exchange for providing the title sponsor access and visibility commensurate with a sponsorship commitment as outlined above, The Achievement Foundation is seeking the following combination of resources (or some equally viable scenario):

- Tag broadcast, digital & print ads to highlight Food Truck Festival sponsorship role
- Provide premium promotional merchandise (qty. 2-3) for door prizes
- Display The Achievement Foundation logo on the sponsor's web site
- Insert a link to The Achievement Foundation's designated web site
- Display & disseminate event posters & flyers at sponsor's physical place(s) of business
- Disseminate event info via one online mass mailing
- Provide 500 book bags with logo to be given away at the event
- Provide at least one item for inclusion in 500 book bags to be given away at the event (alt.)
- Provide leads for food truck vendors, non-food vendors, and community partners
- Provide at least one services & manpower, materials & supplies, or equipment item needed
- Pay applicable cash sponsorship fee

## **SILVER SPONSORSHIP:**

In consideration of an entity signing on as a Silver Tier sponsor of the Germantown Avenue Food Truck Festival at \$2,500 (cash or some mutually agreeable combination of cash and in-kind resources), The Achievement Foundation is prepared to provide the package of promotional resources and opportunities conservatively valued at \$40,000-50,000 outlined below:

- Logo/tag included in all advertising vehicles (print, radio, website, TV, flyers, banners, etc.)
- Venue signage
- Link to applicable sponsor web site from The Achievement Foundation web site
- 10' x 10' exhibitor area at the event for marketing activity
- Inclusion in photo opportunities and media interviews where available
- Access to the VIP & Sponsorship Hospitality area at the festival

In exchange for providing the title sponsor access and visibility commensurate with a sponsorship commitment as outlined above, The Achievement Foundation is seeking the following combination of resources (or some equally viable scenario):

- Tag broadcast, digital & print ads to highlight Food Truck Festival sponsorship role
- Provide premium promotional merchandise (qty. 2-3) for door prizes
- Display The Achievement Foundation logo on the sponsor's web site
- Insert a link to The Achievement Foundation's designated web site
- Display & disseminate event posters & flyers at sponsor's physical place(s) of business
- Disseminate event info via one online mass mailing
- Provide at least one item for inclusion in 500 book bags to be given away at the event
- Provide leads for food truck vendors, non-food vendors, and community partners
- Provide at least one services & manpower, materials & supplies, or equipment item needed
- Pay applicable cash sponsorship fee

## **BRONZE SPONSORSHIP:**

In consideration of an entity signing on as a Bronze Tier sponsor of the Germantown Avenue Food Truck Festival at \$1,000, The Achievement Foundation is prepared to provide the package of promotional resources and opportunities conservatively valued at \$40,000-50,000 outlined below:

- Logo/tag included in all advertising vehicles (print, radio, website, TV, flyers, banners, etc.)
- Venue signage
- Link to applicable sponsor web site from The Achievement Foundation web site
- 10' x 10' exhibitor area at the event for marketing activity
- Inclusion in photo opportunities and media interviews where available
- Access to the VIP & Sponsorship Hospitality area at the festival

In exchange for providing the title sponsor access and visibility commensurate with a sponsorship commitment as outlined above, The Achievement Foundation is seeking the following combination of resources (or some equally viable scenario):

- Tag broadcast, digital & print ads to highlight Food Truck Festival sponsorship role
- Provide premium promotional merchandise (qty. 2-3) for door prizes
- Display The Achievement Foundation logo on the sponsor's web site
- Insert a link to The Achievement Foundation's designated web site
- Display & disseminate event posters & flyers at sponsor's physical place(s) of business
- Disseminate event info via one online mass mailing
- Provide at least one item for inclusion in 500 book bags to be given away at the event
- Provide leads for food truck vendors, non-food vendors, and community partners
- Provide at least one services & manpower, materials & supplies, or equipment item needed
- Pay applicable cash sponsorship fee



2025 Germantown Avenue Food Truck Festival Resource Needs  
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Anyone individual, organization or business providing any of these goods or services listed below on a complimentary or reduced price basis will receive promotional acknowledgment. In-kind contributions in excess of \$1,500 will receive sponsorship treatment. Contact Event Manager Keith Ellison at (215) 694-1263 for further info as needed.

**Services & Manpower**

- Qualified security officers (qty. 8-12)
- Trash removal
- Children's entertainment (clown, face painter, etc.)
- Architect/draftsman
- Electrical service & electrician
- First Aid staff
- Transportation & storage
- Graphic artist
- Set Up Crew (qty. 25-30)
- Breakdown Crew (qty. 25-30)
- Flyer distribution street teams
- Nutrition info provider
- Fitness exhibitor
- Photographers (qty. 3-4)
- Videographers (qty. 2-3)
- Flyer Photocopies (qty. 10,000)

**Equipment**

- Sound System
- Portable Stage
- Tables (25 @ 6') & chairs (150)
- Portable Toilets (qty. 8-12)
- Covered Sales/Info Counter
- Walkie Talkies (qty. 18-24)

**Materials & Supplies**

- Volunteer Staff t-shirts (approx. 125)
- Security passes (qty. 200)
- Parking passes (qty. 50)
- Signage (parking, restrooms, etc.)
- Paper products (cups, plates, bowls, forks, spoons, napkins to serve 2K)
- Banners (4-6 qty. @ 3' x 10')
- Ice (750-1000 lbs.)
- Trash cans-40 gal. (8-12 qty.)
- Trash bags-lg. (3 boxes @ 50/box)
- Balloons & decorations
- Duct tape, string, hanging material
- Aluminum foil & plastic wrap
- Disposable gloves
- Disposable table cloths
- VIP & Hospitality catering

**Promotional Merchandise**

- Book bags (qty. 500)
- Bag stuffers (300-500 per item)
- School supply bag stuffers (500 pi)
- Door prizes (min. value \$50/item)