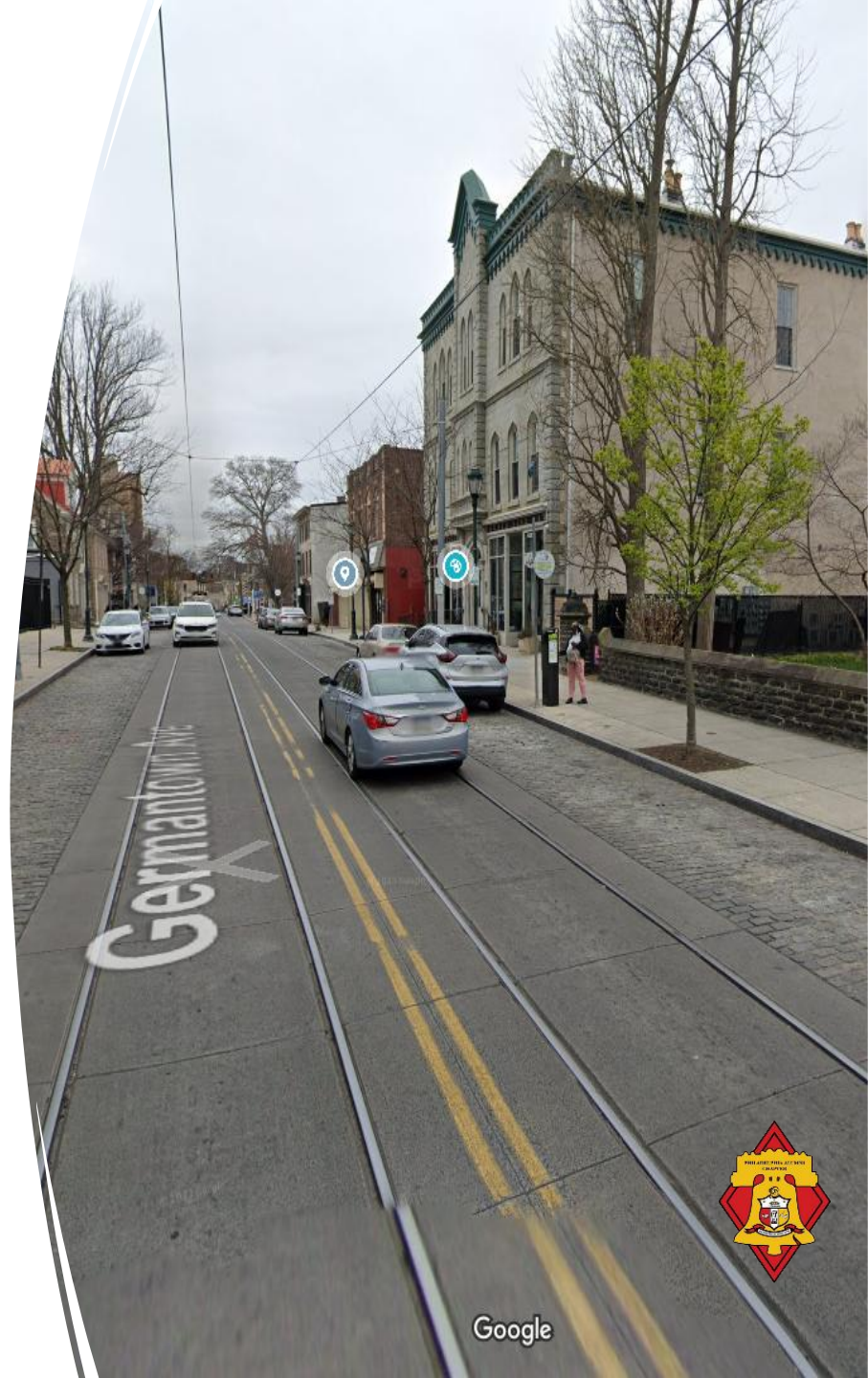


Germantown Avenue Food Truck Festival

Vision



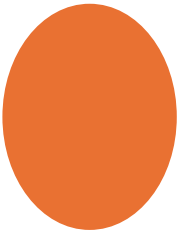
Mission

To establish a Food Truck Festival as an annual, signature event to bring visibility to small businesses, community partners, the Germantown Urban Village Historic District, the Kappa Achievement Center, and The Achievement Foundation.



Overview

- Theme: *Backpacks, Bites, and Beats!*
- Date: Saturday, September 6, 2025
(Rain Date: Sunday September 7th)
- Times: Noon to 6:00 p.m.
- Location:
 - 5400 Block Germantown Avenue
 - Between Coulter Street & School House Lane
- Features:
 - Live Entertainment
 - School supply giveaways
 - Activities for Families and Kids



Objectives

- 12 Food Trucks
- 8 Non-Food Vendors
- 10 Sponsors
- 1,500 Attendees



Potential Entertainment & Activities

Free School Supplies	Greek Step Exhibit	Photo Booth
DJ	Drill Team	Face Painting
Jazz Band(s)	Line Dancing	Street Artist/Illustrator
Gospel Choir(s)	Salsa Instruction	Magician
Game Truck	Bounce House	Double-Dutch Contest



Marketing Strategy – Attendees

- Target families within three-mile radius
- Promotion:
 - Social Media
 - Website
 - PSAs
 - Radio/Newspapers
 - Printed Flyers – homes, schools, libraries, sponsors, and businesses
 - Electronic Flyers – partners, sponsors, NPHC, elected officials



Marketing Strategy – Vendors

- Target black-owned food truck operators and other retail small businesses
- Promotion:
 - Social Media
 - Word of Mouth
 - Website
 - Electronic Flyers – Urban League, The Enterprise Center, African American Chamber
- Pricing:
 - \$300 for Food Vendors
 - \$150 for Non-Food Vendors (\$200 after Aug. 15th)



Marketing Strategy – Sponsors

- Target Corporations and Small Businesses
- Promotion:
 - Direct Outreach
 - Tiered Sponsorship Packages
 - Website
 - On-site Opportunities
- Rates:
 - Bronze - \$1,000
 - Silver- \$2,500
 - Gold- \$4,000
 - Title - \$7,500



Potential Sponsorship Categories

- Mobile Phone Provider
- Supermarket Chain
- Financial Services
- Insurance Services
- Hospitality & Tourism
- Food Service
- Educational Institution
- Health Care
- Government



Potential Community Partners



Urban League of
Greater Philadelphia



Strategic Resource Needs: Security & Labor

- Security (Qty 8-12)
- Trash Removal
- Children's Entertainment
- Architect/Draftsman
- Electrical Service & Electrician
- Set-up Crew
- Breakdown Crew
- Flyer Distribution Street Teams
- Photographers (3-4)
- Videographers (2-3)
- Flyer Photocopies
- First Aid Staff
- Transportation & Storage
- Graphic Artist
- Nutrition Info Provider
- Fitness Exhibitor



Strategic Resource Needs: Materials & Supplies

- T-Shirts for Volunteers (Qty. 125)
- Security Passes (Qty. 200)
- Parking Passes (Qty. 50)
- Signage (parking, restrooms, etc.)
- Paper Products
- Banners (Qty. 4-6 @ 3'x10')
- Ice (750-1,000 lbs.)
- Trash Cans (40 gal, Qty. 8-12)
- Trash Bags-large (3 box @ 50/box)
- Balloons & Decorations
- Duct Tape, String, & Hanging Material
- Aluminum Foil & Plastic Wrap
- Disposable Gloves
- Disposable Tablecloths



Strategic Resource Needs: Equipment

- Sound System
- Portable Stage
- Tables (50 @ 6') & chairs (120)
- Portable Toilets (Qty 8 -12)
- Covered Sales/Info Counter
- Walkie Talkies (Qty 18-24)



Strategic Resource Needs: Promotional Merchandise

- Book Bags (500)
- Bag Stuffers (400-500/item)
- School Supply Bag Stuffers (500/item)
- Door prizes (min. value \$50/item)



Join us by Becoming an Inaugural Sponsor or Key Strategic Partner!

Contact:

- Keith Ellison: (215) 694-1263
- Bruce B. Rush: (215) 913-2212 or president@theachievementfoundation.org

