



2nd Annual Germantown Avenue Food Truck Festival Overview



Mission

To further establish the 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:
 - *Flavor, Fitness & Festivities – A Celebration of Food, Culture and Healthy Living.*
- Date: Saturday, September 12, 2026
(Rain Date: Sunday September 13th)
- Times: 1:00 to 6:00 p.m.
- Location:
 - 5400 Block Germantown Avenue
 - Between Coulter Street & School House Lane
- Features:
 - Live Entertainment
 - Activities for families and kids
 - Meal Vouchers to students, seniors and volunteers



Goals

- 12 – 14 Food Trucks
- 8 Non-Food Vendors
- 10 Sponsors
- 1,500 Attendees



Entertainment & Activities

2025

- DJ
- Marching Band
- Art Village
- Jazz Band
- Karate Exhibit
- Yoga Instruction
- Line Dancing



Projected 2026 Additions

- Mainstage Headliner
- Game Truck
- Moon Bounce
- Face Painting
- Street Artist/Illustrator
- Magician



Marketing Strategy – Sponsors & Strategic Partners

- Target Corporations, Small Businesses and Mass Media consistent with the theme
- Promotion:
 - Direct Outreach
 - Tiered Sponsorship Packages
 - Social Media Exposure
 - Website
 - On-site Opportunities
- Rates:
 - Title: \$7,500 *
 - Gold: \$4,000 *
 - Silver: \$2,500 *
 - Bronze: \$1,000

* Sponsorship can be a combination of cash and in-kind support



In-Kind Resource Needs: Security & Labor

- Security (Qty 8-12)
- Trash Removal
- Mainstage Entertainment
- Children's Entertainment
- 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 Instructor



In-Kind Resource Needs: Materials & Supplies

- T-Shirts for Volunteers
- 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 (3 box @ 50/box)
- Balloons & Decorations
- Duct Tape, String, & Hanging Material
- Aluminum Foil & Plastic Wrap
- Disposable Gloves
- Disposable Tablecloths



In-Kind Resource Needs: Equipment & Other

- Door Prizes (min. value \$50/item)
- Sound System
- Portable Stage
- Tables (50 @ 6') & chairs (120)
- Porta Potties (Qty 8 -12)
- Portable Handwashing Sinks (Qty 4 – 8)
- Walkie Talkies (Qty 18-24)



Marketing Strategy – Vendors

- Target black-owned food truck operators and other retail small businesses
- Promotion:
 - Social Media
 - Word of Mouth
 - Media Interviews
 - Website
 - Electronic Flyers
- Pricing:
 - \$300 for Food Trucks & Trailers
 - \$100 Other Vendors



Marketing Strategy – Attendees

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



View the inaugural Germantown Avenue Food Truck Festival experience below.

[\[WATCH VIDEO\]](#)



Presented by:
THE ACHIEVEMENT FOUNDATION

THE ACHIEVEMENT FOUNDATION PRESENTS
GERMANTOWN AVENUE
FOOD TRUCK Festival

SATURDAY SEPT. 6 2025
TIME: 12 PM to 6PM
FREE ENTRY
RAIN DATE: 9/7/25

FEATURING:

- Philly's finest food trucks
- Free book bags filled with school supplies
- Live music, karaoke & cultural performances
- An Art Village and family-friendly activities
- Retail vendors & community resource tables

5400 BLOCK GERMANTOWN AVENUE
(BETWEEN COULTER STREET AND SCHOOL HOUSE LANE)

Send inquiries to: info@germantownfoodfest.org or (215) 694-1263
Visit: www.germantownfoodfest.org

BACKPACKS BITES & BEATS!



Partial list of Sponsors and Community Partners:



2025 Sponsors & Community Partners

- Councilwoman Cindy Bass
- Episcopal Missions Center
- FIFA Philadelphia
- Germantown Friends School
- Kappa Alpha Psi Fraternity – Philadelphia Alumni Chapter
- October Gallery
- Patriot Home Care
- Philadelphia Flyers
- Regional Foundation
- School District of Philadelphia
- State Farm
- Urban League of Greater Philadelphia



2026 Sponsors & Community Partners

(Partial List)

- Councilmember Cindy Bass
- Germantown Friends School
- Kappa Alpha Psi Fraternity – Philadelphia Alumni Chapter
- Metro Philadelphia
- October Gallery
- Patriot Home Care
- School District of Philadelphia
- Urban League of Greater Philadelphia



Meal Voucher Initiative

- \$10 Value
- For Students, Seniors, and Volunteers
- Sold in groups of five:
Voucher Packs
- Vendors receive a portion of the proceeds from each redeemed voucher
- Opportunity to engage non-attending supporters



Join us by Becoming a Sponsor or Community Partner!

Contact:

- Keith Ellison – (215) 694-1263
- Bruce Rush – (215) 913-2212
- www.germantownfoodfest.org



About the Achievement Foundation

- 501(c)(3) nonprofit organization dedicated to strengthening communities through education, service, and leadership.
- Provides meeting and program space for the Achievement Academy, the Philadelphia Alumni Chapter of Kappa Alpha Psi Fraternity, Inc., and other nonprofit partners.
- Raises funds and leads initiatives supporting scholarships, youth mentoring, education, and community outreach.

