

**2 Great
Festivals in 2024**

13th Annual

**SPONSORSHIP
MANUAL 2024**

★ COLUMBUS ★
FOOD TRUCK FESTIVAL

**Downtown
July Fri 12th + Sat 13th**

**Hilliard
Sat Aug 17th**



INTRO DOWNTOWN

Exciting News! We are coming back Downtown for 2024!

BICENTENNIAL PARK / SCIOTO MILE

The Downtown edition of the 2024 Columbus Food Truck Festival is FREE for everyone (no entry fee)

Friday July 12th • 11am – 10pm

Saturday July 13th • 11am – 10pm

Over 11 years The Columbus Food Truck Festival in its downtown location brought over 100,000 people each year to the beautiful downtown riverfront creating vibrancy and activity that Columbus loves and deserves! This coming Summer in 2024 we're back to the Scioto Mile where the festival was hosted in 2017-19.

We've donated \$88,000 over 12 years to our charitable partners such as Ronald McDonald House Charities of Central Ohio, Music Loves Ohio, Nationwide Children's and many more

[COLUMBUSFOODTRUCKFEST.COM](https://www.columbusfoodtruckfest.com)



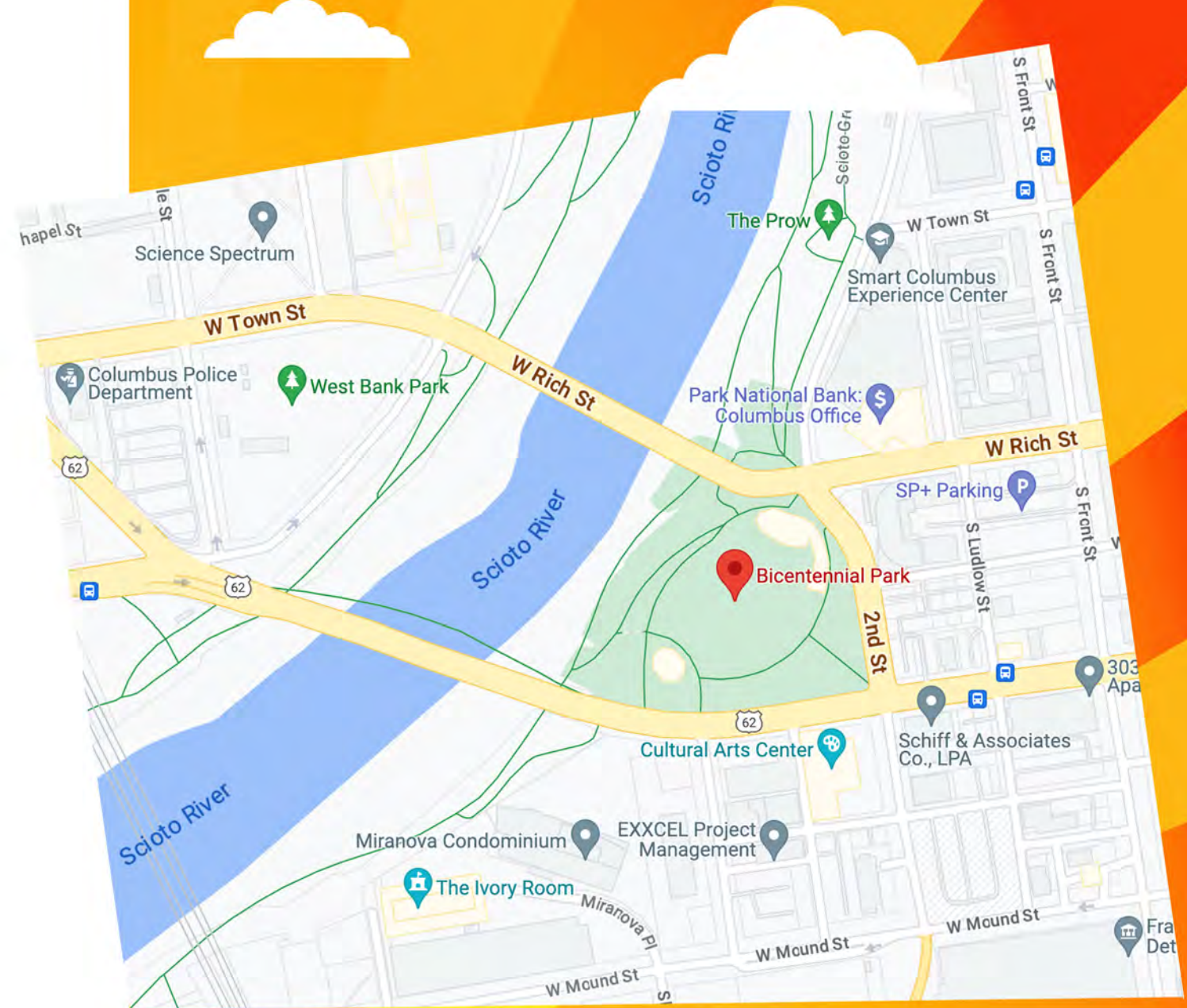
COLUMBUS FOOD TRUCK FESTIVAL 2024

DOWNTOWN LOCATION

BICENTENNIAL PARK / SCIOTO MILE

- ★ Friday July 12th • 11am - 10pm
- ★ Saturday July 13th • 11am - 10pm
- ★ **FREE FOR EVERYONE!**
- ★ In the heart of downtown Columbus
- ★ Large sponsor activation areas & opportunities

2019 LOCATION
**BICENTENNIAL
PARK & SCIOTO
MILE**



COLUMBUS FOOD TRUCK FESTIVAL 2024

STATS DOWNTOWN 2011 - 2019

2019

- ★ Total attendance: 100,000
- ★ Free for Everyone

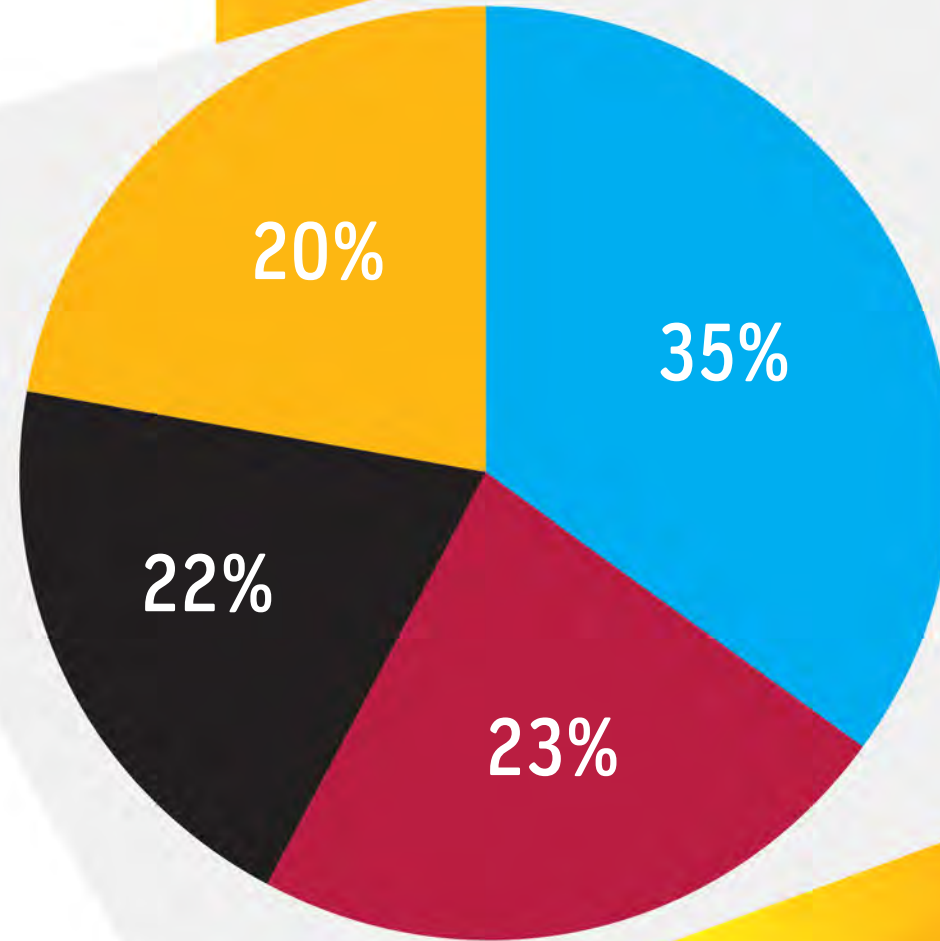
AVERAGES

- ★ Time spent at festival: 3-4 hours
- ★ Age: 25 - 54
- ★ Male: 50 % Female: 50%
- ★ Spending: \$45 - \$50

OUR ATTENDEES ALSO ATTEND

- ★ The Columbus Art Festival
- ★ Red White and Boom!
- ★ The Dublin Irish Festival
- ★ Latino Festival
- ★ Asian Festival

All results from official survey sent electronically post event



AGES

- Below 18
- 18-24
- 25-32
- 33-50



COLUMBUS FOOD TRUCK FESTIVAL 2024

DOWNTOWN MAP 2019

BICENTENNIAL PARK & SCIOTO MILE

- ★ Heart of downtown Columbus
- ★ Accommodates over 250,000 people
- ★ 10,000+ spots for immediate garage parking

2019 LOCATION
BICENTENNIAL PARK & SCIOTO MILE



COLUMBUS FOOD TRUCK FESTIVAL 2024

INTRO HILLIARD

Get ready to indulge your taste buds, take in the live music and explore a vintage market as the highly-anticipated Columbus Food Truck Festival returns to the Franklin County Fairgrounds.

HILLIARD EDITION

Saturday Aug 17th • 11am – 10pm

The annual festival, now in its 13th year, features a delicious array of cuisines from 50 of the best food trucks in Ohio. Alongside the tantalizing food offerings, guests can enjoy an impressive lineup of live music, unwind at the Mobile Longbranch Ranch presented by Longbranch Bourbon, explore a selection of handcrafted items from local artisans/crafters, and embark on a unique shopping adventure presented by the Columbus Vintage Exchange.

Adding to the excitement, the Hilliard Historical Society has prepared exclusive tours and engaging activities exclusively for Food Truck Festival ticket-holders “The Columbus Food Truck Festival has become a hallmark event in the region, bringing together foodies, music lovers, and families with wonderful food and vibrant entertainment,” said Chas Kaplan, co-organizer of the festival.

[COLUMBUSFOODTRUCKFEST.COM](https://www.columbusfoodtruckfest.com)

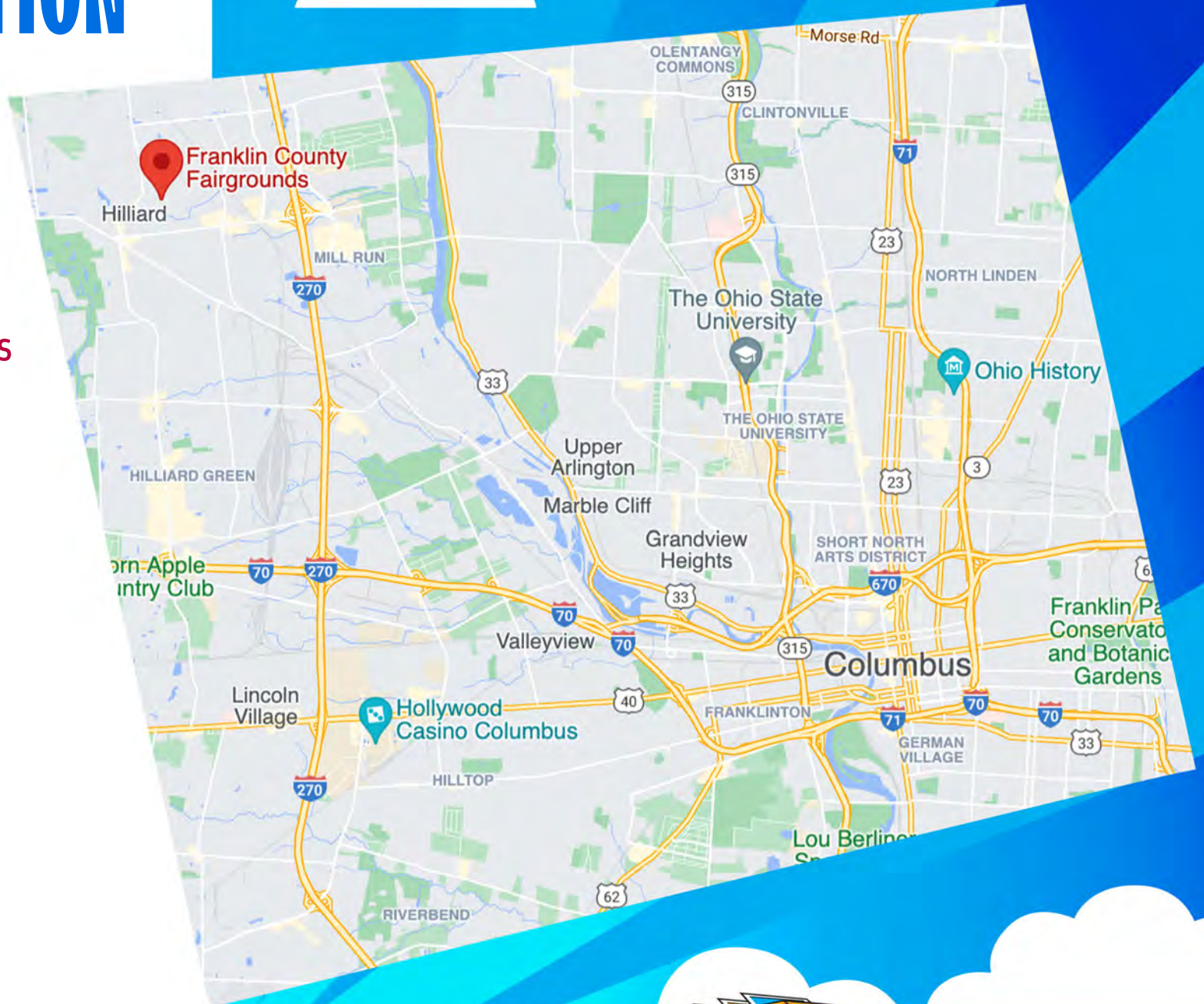


COLUMBUS FOOD TRUCK FESTIVAL 2024

HILLIARD EDITION LOCATION

FRANKLIN COUNTY FAIRGROUNDS

- ★ Saturday August 17th • 11am - 10pm
- ★ \$5 presale & \$10 at the door
- ★ Hundreds of feet of fence line to wrap with banners
- ★ Parking lot on site
- ★ Large sponsor activation areas & opportunities
- ★ Just 15 minutes from downtown Columbus
- ★ Hotel accommodations near by



COLUMBUS FOOD TRUCK FESTIVAL 2024

STATS HILLIARD 2021 - 2023

2023

- ★ Total attendance: 25,000
- ★ Tickets sold: 19k+

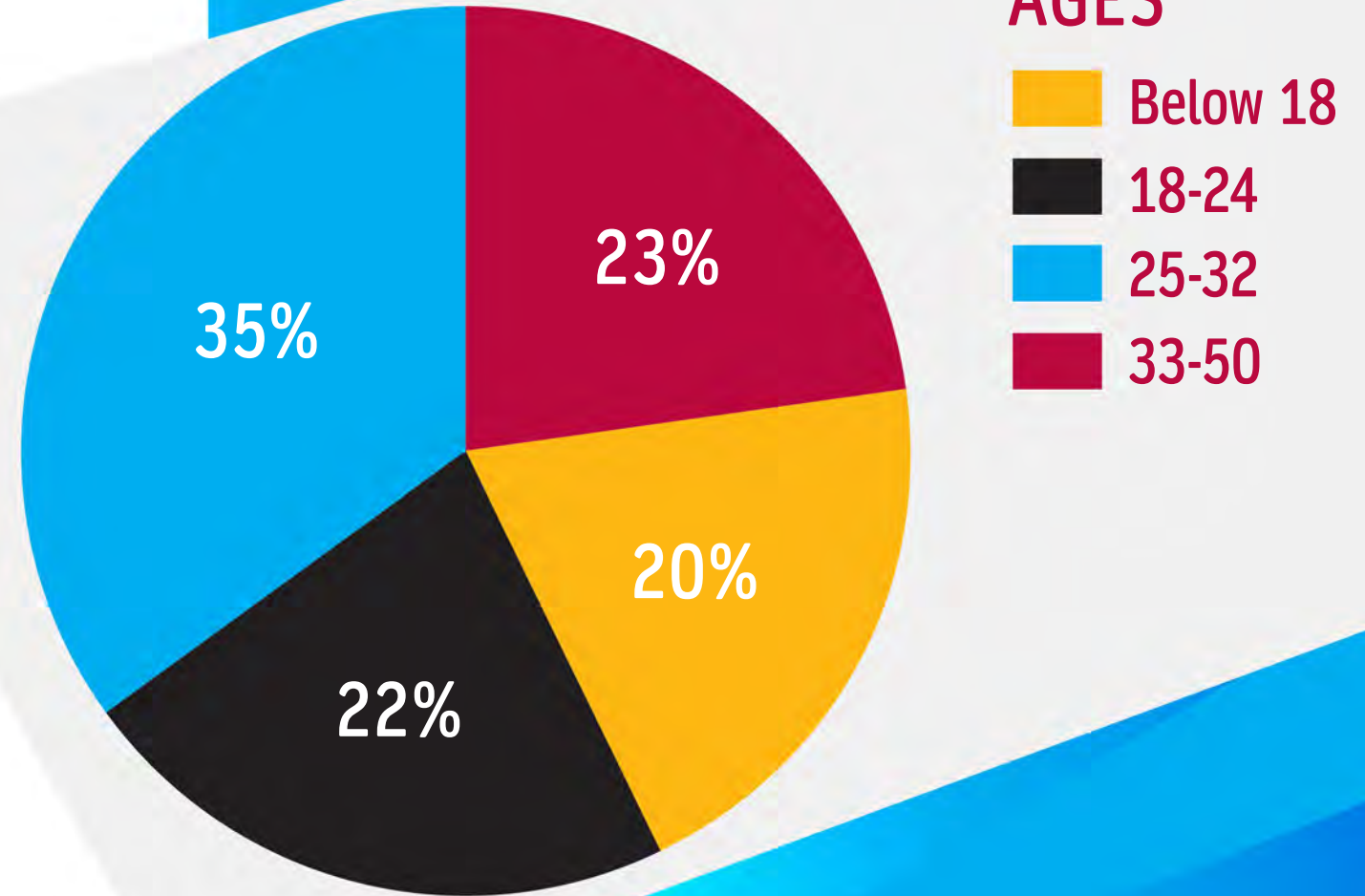
AVERAGES

- ★ Time spent at festival: 3-4 hours
- ★ Age: 25-54
- ★ Male: 50 % Female: 50%
- ★ Spending: \$25-\$35

OUR ATTENDEES ALSO ATTEND

- ★ The Columbus Art Festival
- ★ Red White and Boom!
- ★ The Dublin Irish Festival
- ★ Latino Festival
- ★ Asian Festival

Since ticketing the Hilliard Food Truck Festival with the TicketSauce online platform, we've been able to incorporate new sponsor activation areas on the ticket stubs and merchandise sales areas.



HILLIARD MAP 2023



COLUMBUS FOOD TRUCK FESTIVAL 2023

THE HILLIARD EDITION • 12TH ANNUAL

SAT AUG 19 - SUN AUG 20

4951 Northwest Parkway, Hilliard, OH

MAP LEGEND

- # FOOD VENDOR
- MERCH
- PEPSI, WATER & BEER
- WINE & LIQUOR
- DRINKS TICKET BOOTH
- ARTS & CRAFTS
- RESTROOMS
- SPONSOR TENT

LIVE MUSIC SCHEDULE

STAGE	SAT AUG 19	SUN AUG 20
MAIN STAGE	11:00 AM Vivid Garden 1:00 PM Jocet Michael Band 3:00 PM Johnny Moderation 5:00 PM Zoo Trippin' 7:00 PM Friends Of The Dead 9:00 PM The Liner Notes	11:00 AM Birdshack 1:00 PM Together James & The Biscuit Brigade 3:00 PM Andy Shaw Band 5:00 PM The Winnie Cooper Project
ACOUSTIC STAGE	3:00 PM Jesse Michael Barr 7:00 PM Good Reverend	2:00 PM Jared Denen 3:30 PM Eric Nassau

ART & CRAFTERS

Bad Mamma Boutique Journey With Joy FoodieCards Rubyard Magic Hands Massage Bus Ohayo Pepper Co. Baylor Twine Clothing Co. Columbus Apparel Co Natural Needs Products	The Creation Circus Music To My Ears Jewelry Mom Nom Nom Dog Bakery LLC Havana B Kinds LLC HolmesMadeArt Jennifer's Custom Designs Celfico African Beauty and Fashion APS Clothing
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ARTS & CRAFTERS LIST

- 1 The Blue
- 2 Kona Ice
- 3 Rodalyn's Kitchen
- 4 Cazuelas Grill
- 5 Oh! Boba
- 6 The Swimming Hen
- 7 Lacarne Italian Beef
- 8 Chorivan
- 9 Streetpops
- 10 Pretzels
- 11 Fresh Harvest
- 12 Komodo Loco
- 13 Cousins Maine Lobster
- 14 Casa Hacienda
- 15 For The Love Of Dough
- 16 Zone 5 Bbq
- 17 Big Bamboo's Caribbean Grill
- 18 Smitty's Bbq & Catering
- 19 Dave's Caribbean Food
- 20 Tortilla Street Food
- 21 Island Noodles
- 22 Rocoto Foods
- 23 Yumii Kettle Corn
- 24 Cupzilla
- 25 Taesty's
- 26 Avas Taste Of The Caribbean
- 27 Sweet P's Handcrafted Ice
- 28 Pops
- 29 Uncle Bacon's Bbq
- 30 Big Mouth Egg Rolls
- 32 Lyles Crepes
- 32 Amish Country Donuts
- 33 Spanish Bowl
- 34 Grilled Cheese Gangsters
- 34 Zaki Mediterranean Grill
- 35 Mache Taqueria
- 36 Ciao Cafe
- 38 Empanadas And More
- 39 Chicken Mac Truck
- 40 Iriem Island Grill
- 41 Adams Eden Food Truck
- 42 The Cheesecakeery
- 43 Ruta 40 Argentina Grill
- 44 Gesswho Tacos
- 45 Shrimp Lips Seafood
- 46 Rime Time Pops
- 47 Glaze'em Gourmet Funnel
- 48 Cakes
- 49 Pizza Cottage
- 50 Avo-rito Street Cuisine
- 51 Fat Boy Q
- 52 Zapata's Street Food

SPONSORS

OVERVIEW

BICENTENNIAL PARK / SCIOTO MILE

- ★ Friday July 12th • 10am – 10pm
- ★ Saturday July 13th • 10am – 10pm

FRANKLIN COUNTY FAIRGROUNDS

- ★ Saturday August 17th • 11am – 10pm

MAJOR ATTRACTIONS IN COLUMBUS, OH

- ★ Visitors attend from all over Ohio

CHARITY

- ★ Donated over \$88,000 to local charities of Central Ohio

COMMUNITY BENEFIT

- ★ Features best local talent: artists, musicians, arts & crafts vendors, vendors

OUTCOME

- ★ A few million dollars earned by over 70 small business
- ★ Positive financial impact number in and around Downtown Columbus Hotels, bars, restaurants and retail

TARGET MARKET

- ★ Central Ohio area, ages 25 – 55



RONALD MCDONALD
HOUSE CHARITIES®
CENTRAL OHIO

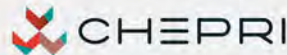


COLUMBUS FOOD TRUCK FESTIVAL 2024

PREVIOUS SPONSORS & PARTNERS



RIVER & RICH



EVENT PHOTOS



SPONSORSHIP OPPORTUNITIES

All sponsor packages are customizable for your activation needs. Please contact us for more information and we will create an activation that works best for you and your company.

SPONSORS

- ★ Will be featured on all event flyers & posters
- ★ Logos and company name will be included in ads, articles, print materials, online & social media
- ★ Event t-shirt, donatos boxtop flyer, quarter page flyer, full page 614 magazine ad & downtown banner program
- ★ Website Takeover
- ★ Logo with url added to online ticket sale platform*
- ★ One email newsletter takeover
- ★ Event specific shirt logo inclusion
- ★ Radio announcements
- ★ Featured on Site Map, print & web
- ★ Activation Areas on site from 10x10 up to 50x20 available
- ★ Custom Stage banners and backdrops
- ★ Stage mentions throughout the event
- ★ Promotional materials such as 20oz cups with your branding *
- ★ Sponsor specific social media posts on Instagram, Facebook, Linkedin , Twitter, etc.
- ★ Banner and signage main Street fence takeovers - large areas available
- ★ Access to Celebrity Chef appearance and cooking demos such as Chef Chad Rosenthal from The Food Network and Beating Bobby Flay along with College athlete endorsements such as Zed Key from The Ohio State Men's basketball team.

*Only available for Presenting or Title sponsor level packages.



COLUMBUS FOOD TRUCK FESTIVAL 2024

CONTACT US

MIKE GALLICHIO & CHAS KAPLAN
Co-Owners

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- ★ 614.706.3860

WEBSITE & SOCIAL MEDIA

- ★ columbustruckfest.com
- ★ twitter.com/foodtruckfest11
- ★ instagram.com/colsfoodtruckfest
- ★ youtube.com/user/foodtruckandcartfest
- ★ yelp.com/biz/columbus-food-truck-and-cart-fest-columbus
- ★ linkedin.com/company/foodtruckfest/



COLUMBUS FOOD TRUCK FESTIVAL 2024

★ COLUMBUS ★
FOOD TRUCK FESTIVAL

THANK YOU



COLUMBUSFOODTRUCKFEST.COM