



Gulf to Bay Food Truck Association  
www.gulftobayfta.org  
727-667-7001  
[gulfttobayfta@gmail.com](mailto:gulfttobayfta@gmail.com)

Gulf to Bay is the Way!

## **SPONSOR APPLICATION - 2020**

**You may choose a one time sponsorship or can sponsor multiple events!**

Be a part of a growing event and trend! Gulf to Bay Food Truck Association is pleased to announce the availability of several new sponsorship opportunities to promote your message to those attending our “Foodie themed” Food Trucks events!

The event is an ongoing event showcasing the areas best Food Trucks in the Tampa Bay area!

**Foodie Event dates (normally a 3rd friday\*) and Themes for 2020 are:**

February 14 and 15 (NEW 2 days!)- 4th Annual French Fry Festival - North Straub Park (est. attendance 5-8k each day)

April 17 - Wings and Craft Beer - Albert Whitted Park (est. attendance 2-3k)

May 15 - 4th Annual St. Pete Taco & Beer Fiesta - Albert Whitted Park (est. attendance 3-5k)

June 19 - St. Pete Street Food & Craft Beer Festival - Albert Whitted Park (est. attendance 2-3k)

July 24 - Grouper & Craft Beer Festival - Albert Whitted Park (est. attendance 2-4k)

August 21 - Tater Tot Throwdown - Albert Whitted Park(est. attendance 3-5k)

Sept. 18 - Theme TBD - North Straub Park (est. attendance 3-5k)

October 16 - Mediterranean Food Festival - Albert Whitted Park (est. attendance 3-5k)

### **Sponsorship Opportunity**

Here are just a few of the reasons to become a sponsor...

- Increase brand loyalty within the community
- Reach a new audience each event
- Create awareness & visibility
- On-site Merchandising/Sales opportunities
- Introduce new product or services
- Data capture or lead generation
- All of the above!

All sponsors will receive special recognition social media posts.



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**PRESENTING/Co-SPONSOR: \$3,500** (includes presence at 6 events for 2020 dates including the 2 days of French Fry Festival, so that's really 7 events!)

The Presenting Sponsor will have a year long sponsorship banner placement on [gulftobayfta.org](http://gulftobayfta.org), prominent signage at the events; prominent presence on all social media posts, multiple mentions by the band at each event, and any printed materials. Level includes multiple set ups at event and 6 alcohol tickets at each event where alcohol is served.

**GOLD LEVEL SPONSORS: \$2,000** (includes presence at 3 events for 2020 dates)

Level includes a table at the event, 2 mentions by the band at each event, any printed materials and featured social media postings and 4 alcohol tickets at each event where alcohol is served.

**ALCOHOL SPONSOR: \$1,000** (one time event)

Level includes a table with the alcohol tent and featured social media postings, any signage you would like to provide and 8 alcohol tickets.

**Custom Level - A minimum \$375 at this level for a table at the event for any event, includes power and social media mentions.**

We can customize any type of sponsorship that meets your budget needs!

Please contact [gulftobayfta@gmail.com](mailto:gulftobayfta@gmail.com), Maggie or Beata 727-667-7001 or 609-672-8726.



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## SPONSOR APPLICATION

**You may choose a one time sponsorship or can sponsor multiple events!**

### SPONSOR FORM

Sponsor Name:

Contact Name:

Telephone (main & cell):

Email, Website and Twitter/Instagram:

Sponsorship Levels - please indicate how many if multiple

Presenting Level - \$3,500 (7 events total including the 2 days of French Fry!)

Gold Level - \$2,000 (3 events total!)

Alcohol Sponsor - \$1,000

Custom Level - Your amount here \$\_\_\_\_\_ or a minimum \$375 at this level for a table at the event.

Send completed form with check **(check payable to Gulf to Bay Food Truck Association) to Gulf to Bay Food Truck Association.**

Contact Maggie or Beata, Gulf to Bay Food Truck Association at 813-720-7060 or [gulftobayfta@gmail.com](mailto:gulftobayfta@gmail.com) with any questions. **Your donation is tax deductible!**



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## Rally Around Town Food Trucks GTBFTA - From Concept to Today

- Began with a concept on St. Petersburg Pier approach in 2014 through the City of St. Pete
- 3-4 trucks monthly, 50-150 attendees, held about 8 rallies at the Pier
- Zoning had just developed rules prohibiting food trucks in the downtown core:
- Pending demolition of the Pier resulted in full closure necessitating the need to relocate
- April 2015, 1st Rally around Town Food Trucks was held at the Port of St. Pete
- Goals in moving to the Port from GTBFTA and the City
  - attract people to the port
  - create awareness of the coming Marine Exploration Center
  - create awareness of the ongoing marine research district
  - showcase Coast Guard Sector St. Pete operation
  - visiting marine research vessels
- Began with 4-5 food trucks, approx. 100+ attendees, gradually adding more trucks
- 2017 events have been themed, increased marketing efforts, resulted in attendance showing continuous growth
- Today the Rally Around Town event has demonstrated reported attendance exceeding 4,000 attendees, to the most recent event French Fry Festival estimated to be 8,000 attendees with 40 food trucks, live band, DJ, sponsors and NEW for 2020, 2 days!!
- It is estimated that over 20,000 people have visited the Port of St. Pete during the Food Truck rallies garnering exposure to the Port and forthcoming Marine Exploration Center as well as The Rowdies.
- With this demonstrated “proof of concept” and increased attendance in both people and food truck vendors, sponsors, and guest experiences, we moved to Albert Whitted Park, a larger venue with larger facilities and still waterfront, to continue to create that “experience” with our largest events held in North Straub Park during months Albert Whitted is not available

