

LUX EVENTS LLC PROUDLY PRESENTS:

6TH ANNUAL  
GREAT FOOD  
TRUCK  
FESTIVAL



*Sponsorship Proposal*

# About The Great Food Truck Festival



**Launched in September 2018 as an opportunity to bring a large food truck gathering to the Peninsula Region of Hampton Roads, the Great Food Truck Festival proved to be that and more! It brought together the community and food enthusiasts throughout the State, The Great Food Truck Festival has expanded from a regional-specific to a statewide event attracting food connoisseurs and families.**

**The Great Food Truck Festival has quickly become known as one of the best food truck events in the Tidewater region due to the variety and broad selection of gourmet and delicious cuisine from food trucks across the State. The festival attracted over 3,000 attendees in its debut year and each year seen a growth of 5,000 attendees even during the height of the pandemic!**

**In addition to the food trucks, the festival offers attractions for families and children including live performances, cash prizes, axe throwing, virtual reality games, aerial performance, and more! The festival supports local businesses and non-profit organizations who participate as exhibitors and retail vendors.**

**The Festival is unique from other events because it is not just a festival, it's an experience!**



# DEMOGRAPHICS



● 56% Female

● 44% Male

## Adult Attendee Ages

18-24	11%
25-34	23%
35-44	32%
45-54	13%
55-64	14%
65+	7%



## Customer Housing and Median Household Income

Households.....77,442  
 Persons Per Household..... 4.32  
 Median Household Income ..... \$51,082

## Attendee Ethnic Origin

Caucasian	53%	African American	25%
Hispanic	13%	Other	9%

# Hampton Roads



**A diverse community of more than 182,000 inhabitants, Newport News is the 3rd largest city in the Hampton Roads region behind Virginia Beach and Norfolk. In a recent study, Newport News ranked 6th nationally in "cities where millenials are moving, with Norfolk and Virginia Beach coming in 9th and 10th place. Home of music legend Ella Fitzgerald, Newport News was once known as a blue collar, military town, with a rich history of shipbuilding. And while Newport News Shipbuilding continues to build the world's most advanced ships for the United States Navy, Newport News has become a diverse community with a growing economy supporting by cutting edge technology. Located along the scenic shores of the James River and Hampton Roads waterway and just minutes away from two of the most frequented tourist area destinations, Virginia Beach and Williamsburg; Newport News is the heart of a metro region consisting of 1.7 million residents and home of the national One City Marathon.**

**The region includes the world's largest naval base located on the south side of the water as well as strong military presence on the peninsula. In addition to our armed forces, college students from across the nation are drawn to the region, attending seven major area universities, two of which are Historically Black Universities. Hampton Roads is also home to many of the world's biggest names in music and sports. Some of those who call the area home include: music mega stars Pharell Williams, Chris Brown, Missy Elliott and Music Producers Timbaland and Teddy Riley, Olympic gold medalist Gabrielle Douglas, NBA Legends Allen Iverson & Alonzo Mourning, and a host of NFL players including Seattle Seahawks' Russell Wilson, former player Kam Chancellor, & quarterback legend & sports commentator, Michael Vick. Hampton Roads is now known for the Something In the Water Festival, one of the most successful music festivals in the nation with more than 45,000 attendees.**



# HAMPTON ROADS REGION DATA



51.4% Women



48.6% Men



**\$61,000**

Average Hampton Roads  
Household Income



**83,000**

Active Duty



59.7% White  
30.2% Black  
4.4% Hispanic  
5.5% Other



**34%**

Parents



**62.9%**

College Educated

## Spending Habits



**\$1.3 billion**

on Apparel & Services



**\$2 billion**

on Entertainment &  
Recreation



**\$2.1 billion**

on Food Away  
from Home



**\$1.3 billion**

on Travel



**\$508 million**

on Personal Care



**\$678 million**

on Vehicle Maintenance & Repair

**\$3.4 billion**

on Health Care









# Title Level Sponsor...

\$5,000

- Top Level Sponsorship limited to ONE company or organization.
- Offers Branding as "The Great Food Truck Festival sponsored by... (Your Company or Organization)."
- Logo Placements:
  - o Website - Your logo will be on the official festival homepage ([www.luxeeventsva.com/greatfoodtruckfestival](http://www.luxeeventsva.com/greatfoodtruckfestival)) with a link to your company or organization's website.
  - o Centerpieces/Table Tents - Your logo will be featured in the center of each 6ft table where attendees will sit to eat and watch live performances.
  - o Promotional Flyers and Marketing Materials - Your logo will be featured on all promotional flyers and marketing materials as the Title Sponsor.
  - o Email Blast - an email announcing your company or organization as a Title Sponsor will be sent out to over 15,000 subscribers.
  - o Social Media Posts - a sponsored post tagging your company or organization will be announced on Lux Events' Facebook, Instagram, Twitter, LinkedIn, and TikTok accounts with an advertising reach of over 300,000 people
- Promotional Message from your company or organization to be featured on the festival's homepage leading up to the festival
- Custom DJ Announcements every hour about your company or organization announced to festival attendees.
- 100 x 100 Vendor Space with prominent positioning at the festival entrance.
- Opportunity to display two (2) of your company or organization's retractable banners in prominent locations at the festival.
- Twenty Five (25) V.I.P. Admission tickets that can be distributed to employees, clients, customers, and/or representatives of your company or organization with entry at 11:00am. Ticket holders will have the opportunity to win one of three \$100 cash prizes only awarded to V.I.P. ticket attendees.
- Twenty Five (25) Food Vouchers (valued at \$10 each) that can be distributed to employees, clients, customers, and/or representatives of your company or organization for use at any participating food, beverage, or dessert vendor.



# Platinum Level Sponsor \$4,000

- Presenting Sponsor of a live performance at the Great Food Truck Festival.
- Offers Branding as "This performance is brought to you by... (Your Company or Organization)."
- Logo Placements:
  - o Website - Your logo will be on the official festival homepage ([www.luxeeventsva.com/greatfoodtruckfestival](http://www.luxeeventsva.com/greatfoodtruckfestival)) with a link to your company or organization's website.
  - o Single Use Antibacterial Wipes - Your logo will be featured on the center of all single use antibacterial wipes in all eating areas where attendees will sit to eat.
  - o Promotional Flyers and Marketing Materials - Your logo will be featured on all promotional flyers and marketing materials as a Presenting Sponsor.
  - o Email Blast - an email announcing your company or organization as a Platinum Sponsor will be sent out to over 15,000 subscribers.
  - o Social Media Posts - a sponsored post tagging your company or organization will be announced on Lux Events' Facebook, Instagram, Twitter, LinkedIn, and TikTok accounts with an advertising reach of over 300,000 people
- Custom DJ Announcements every hour about your company or organization announced to festival attendees.
- 50 x 50 Vendor Space with prominent positioning near the festival entrance.
- Opportunity to display one (1) of your company or organization's retractable banners in prominent location at the festival.
- Twenty Five (25) V.I.P. Admission tickets that can be distributed to employees, clients, customers, and/or representatives of your company or organization with entry at 11:00am. Ticket holders will have the opportunity to win one of three \$100 cash prizes only awarded to V.I.P. ticket attendees.
- Twenty Five (25) Food Vouchers (valued at \$10 each) that can be distributed to employees, clients, customers, and/or representatives of your company or organization for use at any participating food, beverage, or dessert vendor.



# Gold Level Sponsor

\$3,000

- Gold Sponsor of the "Best of" Food Judging Competition featuring a guest panel of judges including the Vice Mayor for the City of Newport News
- Offers Branding as "The Best of Food Competition is brought to you by... (Your Company or Organization)."
- Logo Placements:
  - o Website -Your logo will be on the official festival homepage ([www.luxeeventsva.com/greatfoodtruckfestival](http://www.luxeeventsva.com/greatfoodtruckfestival)) with a link to your company or organization's website.
  - o Promotional Flyers and Marketing Materials - Your logo will be featured on all promotional flyers and marketing materials as a Presenting Sponsor.
  - o Email Blast - an email announcing your company or organization as a Platinum Sponsor will be sent out to over 15,000 subscribers.
  - o Social Media Posts - a sponsored post tagging your company or organization will be announced on Lux Events' Facebook, Instagram, Twitter, LinkedIn, and TikTok accounts with an advertising reach of over 300,000 people
- Custom DJ Announcements every hour about your company or organization announced to festival attendees.
- 20 x 20 Vendor Space with prominent positioning near the festival entrance.
- Opportunity to display one (1) of your company or organization's retractable banners in prominent location at the festival.



# Silver Level Sponsor

**\$1,000**

- Silver Sponsor of the V.I.P. Cash Prize Drawing at 12:05pm at the Great Food Truck Festival (3 available).
- Offers Branding as "This V.I.P. Cash Prize Drawing is brought to you by... (Your Company or Organization)."
- Logo Placements:
  - o Website - Your logo will be on the official festival homepage ([www.luxeeventsva.com/greatfoodtruckfestival](http://www.luxeeventsva.com/greatfoodtruckfestival)) with a link to your company or organization's website.
  - o Promotional Flyers and Marketing Materials - Your logo will be featured on all promotional flyers and marketing materials as a Presenting Sponsor.
  - o Email Blast - an email announcing your company or organization as a Silver Sponsor will be sent out to over 15,000 subscribers.
  - o Social Media Posts - a sponsored post tagging your company or organization will be announced on Lux Events' Facebook, Instagram, Twitter, LinkedIn, and TikTok accounts with an advertising reach of over 300,000 people
- 10 x 30 Vendor Space with prominent positioning near the festival entrance.
- Opportunity to display one (1) of your company or organization's retractable banners in prominent location at the festival.



# Bronze Level Sponsor

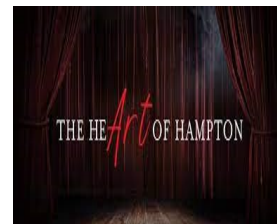
**\$500**

**- Logo Placements:**

- o Website -Your logo will be on the official festival homepage ([www.luxeeventsva.com/greatfoodtruckfestival](http://www.luxeeventsva.com/greatfoodtruckfestival)) with a link to your company or organization's website.
- o Promotional Flyers and Marketing Materials - Your logo will be featured on all promotional flyers and marketing materials as a Presenting Sponsor.
- o Email Blast - an email announcing your company or organization as a Bronze Sponsor will be sent out to over 15,000 subscribers.
- o Social Media Posts - a sponsored post tagging your company or organization will be announced on Lux Events' Facebook, Instagram, Twitter, LinkedIn, and TikTok accounts with an advertising reach of over 300,000 people.
- 10 x 30 Vendor Space with prominent positioning near the festival entrance.
- Opportunity to display one (1) of your company or organization's retractable banners in prominent location at the festival.



# Press and Media Coverage



## The Virginian-Pilot

