


FUSE



Prepared for:
Monique Maye
Sponsorship

Prepared by:
Amanda Coluzzi
Bradley Cohen
Krystal Beauregard

Overview:



- What is fuse?
- When and where?
- Market Analysis
- Swot analysis
 - Goals
- Target audience
- Who will be there?
- Obligations for Food trucks
- Sponsorship packages
 - Sponsors
 - Sponsor activations
- Xfinity & Chicago White Sox Street Team
 - Weber Grill
 - OpenTable
 - Timeline
 - Budget
- Terms & agreements

What is Fuse?



This year will be the first year of the annual FUSE Weekend hosted right here, in downtown Chicago. We're on course to attract 15,000 people throughout the weekend and generate even more in media impressions. Chicagoans will be able to travel throughout the country and be able to experience that nation's top food and food trucks all in their main hometown, Chicago.

FUSE Weekend is giving food truck businesses the opportunity to impress the hungry Chicagoans on a beautiful, warm summer day. Being a family & friendly event, FUSE Weekend is also a great escape from the indoors and a way to get outside and get your taste buds active!

We are interested in gathering all of the popular local food trucks, as well as encouraging other popular food truck cities to drive their truck(s) to Chicago to show off their unique cuisines, and gain outsider brand exposure. While aggregating a diverse palate of tastes, festival goers will be able to enjoy food, music, and entertainment - all while exploring the nation's best fast food between just a couple blocks.

Ticketed Admission Only

Ticket Cost: \$10.00, or \$5.00 18 years old and under

Truck Licence Cost: \$5,000.00 (for the entire weekend)

When & Where?



When: September 1st- September 3rd

Where: South Loop Chicago, IL

Between Balbo and Monroe

Market Analysis



Throughout the years there has been a consistent growth in the food truck industry. From 2015- 2018 the industry revenue increased by 12.4%. In the United States and three other countries it is shown that the main percent of generated sales from food trucks come from street locations or street corners at 55%, constructions sites were giving 15% of business, shopping malls at 12%, and event venues at 18% of the revenue. The industry has seen a growth due to how the market place has shifted. Food trucks are fitting the needs of people in today's day and age. Food trucks are able to provide the need of society; people that are short on time, people that don't have time to research for restaurants, or people who that can't travel the distance. Food trucks are able to provide the affordability people search for and helps customers get food with the short amount of time they have. With this most owners use social media marketing instead of old traditional marketing. This is a plus for the food truck owners because it saves them money on advertising costs and are still able to reach their target market directly.

Swot Analysis



Strength:

- New food products from across top cities in the U.S
 - Ability to simply move to new locations
- Ability to generate revenue in a number of different ways
 - Food truck affordability
 - Fast-Service

Weakness:

- Food trucks have exploded in popularity
 - Chicago traffic
- Different safety permit certifications from state to state
 - No dining areas
 - Chicago parking
 - Restrooms

Opportunities:

- Business growth
- Team with other companies from different cities
 - Package their signature dishes
- Generate significant revenue for Chicago

Threat:

- Multiple festivals in the same area
 - Weather
- Reduced inventory

Goals



- Raise awareness for Fuse Food Truck Festival throughout the U.S by branding each truck involved with a Fuse Food Truck Festival Magnet, advertise around Chicago and in each city with large truck involvement through billboards, flyers, radio advertisements, etc.
- Support the growth and development of locally/nationally owned food related businesses by bringing together the most successful food truck business to Chicago, a major U.S. city with a large and popular food culture.
- Facilitate collaborations between local businesses and nationwide businesses. Most food truck and its affiliated restaurants are locally owned, partnering with brands such as Weber Grills, Xfinity, and OpenTable, will give Fuse Food Truck Festival the opportunity to reach new and larger audiences not only for the festival but to each individual food truck in itself. Each brand provides its own target market and loyal users, which in return could bring loyal festival-goers to the event and to its associated affiliates as well.

Target Audience



The food truck business is a business concept that is open to truly anyone. It can be for a busy student walking to class, a business professional taking the hour off to enjoy lunch with his coworkers, or it could be for the busy mom trying to be her kids taxi driver for the day. When looking at the core facts the two main buyers through statistics are young adults and parents with children.

Looking at a recent Chicago food truck survey that was conducted in 2016:

- 55% of food truck customers are female and 45% are male
 - 56% Millennials ages from 20-30
 - Average income: \$25,000-\$35,000
- 52% of visitors are first time customers to food truck vendors
 - 48% visitors are returning customers
 - Top five factors in driving the industry:
 - Quality of food
 - Personalized interaction with customers
 - Unique menu/ food items
 - Speed/convenience
 - Consumers desire to support local businesses

Who will be there?



Mac Mart, Philadelphia: Mac 'n' cheese is the base of this fast-casual bowl concept with comfort food-inspired toppings.

Grilled Cheeserie, Nashville: Cheery counter serve for grilled cheese sandwiches made with local ingredients, plus milkshakes.

The Taco Truck, New Jersey: Street food like tacos & tortas with fresh fillings plus Mexican soda in a counter-only space.

Fukuburger Truck, Las Vegas: Sleek counter-serve spot offering burgers with Japanese flavors in a colorful indoor-outdoor space.

Luke's Lobster, New York: Serving sustainable seafood straight from the source. We pair our seafood with chowders and bisques, Maine-style sides, local desserts, natural sodas, and local microbrews.

The Cow and The Curd, Philadelphia: A Wisconsin culinary staple, cheese curds are as common and indispensable in the Midwest as the cheesesteak is in Philadelphia.

Kogi BBQ, Los Angeles: The most iconic Los Angeles and Orange County based taco truck that birthed the Korean Mexican taco movement.

Ms. Cheezious, Miami: Food truck offshoot specializing in creative varieties of artisanal grilled cheese sandwiches

Cinnamon Snail, New York City: Vegan sandwiches, burgers & pastries are the draw at this straightforward, food-court counter serve.

5411 Empanadas, Chicago: transporting tasty little pies filled with bacon, dates, and goat cheese or beef that's been slow-braised in a malbec -wine reduction are on everyone's radar.

Beavers Coffee and Doughnuts, Chicago: Market offshoot of a food truck, with mini donuts, regular or gourmet toppings, ice cream & coffee.

Boo Coux Roo, Chicago: a Cajun and Creole Food Truck serving the Chicagoland area. They are committed to the philosophy that house-made items make all the difference; made from scratch stocks, handmade sausages, and freshly breaded salami, mortadella, provolone, olive spread, sesame seed roll – cut into wedges.

Mariscos German, San Diego: The best tacos tend to be simple, with clean, vibrant, and varied flavors, each component good enough to stand on its own. A perfect taco is balanced in flavor, and isn't loaded down by superfluous add-ons.

Bacon Mania, California: The Bacon Mania truck serves unabashedly American unapologetic man-food on a fun, friendly and a little bit funky nomadic food truck living the SoCal lifestyle.

Cupcake Carnival, Philadelphia: Cupcake Carnivale specializes in creating and selling artisan, gourmet cupcakes that will tantalize the Young and "Young at Heart."

Babeycakes, Chicago: Popular food truck with local delivery offering sweet & savory gourmet pancakes in creative flavors.

Urban Sugar, Maine: It has earned its slot thanks to a whole host of hot and fresh bite-sized, gourmet doughnuts. The traditional flavors are cinnamon sugar and classic sugar sprinkles, and the mini dips include glazed, chocolate, maple, and lemon.

Vellee Deli, Minnesota: Brick-&-mortar outpost of a food truck serving Asian-Mexican fusion fare like Korean BBQ burritos.

Waffle Love, Salt Lake City: At Waffle Love, they create an authentic belgian liege waffle that is unlike anything you've ever taste. If you want to experience love at first bite, look no further.

Del Popolo, San Francisco: Neapolitan-style pizzas, New American small bites, beer & wine in intimate, rustic-chic digs.

Vera Cruz Tacos, Austin: Simple trailer with picnic tables for tacos with spit-grilled meats or veggie options, plus migas.

Hard Times Sundaes, Brooklyn: Urbanspace Vanderbilt vendor making stacked burgers, bacon-wrapped hot dogs & milkshakes.

The Fat Shallot, Chicago: Known for bringing their delicious, made-to-order classic sandwiches and sides to customers throughout the Chicagoland area.

Arepa Zone, Washington D.C: Festive Union Market stall with food-truck roots offering Venezuelan arepas, cachapas & tequeñas.

Sweet Box Cupcakes, Philadelphia: Quaint, cheery bakery providing cupcakes in unique flavors, plus cookies, brownies & dessert bars.

King of Pops, Atlanta: King of Pops makes amazingly tasty ice pops with the best quality ingredients and interesting flavor combinations.

Sushi Fix, Minneapolis: Innovative sushi rolls & other Japanese specialties, plus a lengthy sake list, in intimate quarters.

Sugar Philly Truck, Philadelphia: treat shop serving desserts from our beloved little food truck and our kitchen. Their goal – make treats as delicious and as accessible as possible.

Guerrilla Street Food, St. Louis: Updated takes on Filipino classics featuring Midwest influences & locally sourced ingredients.

Easy Slider, Dallas: Casual digs with a bar & patio for the popular food-truck purveyors of sliders & tater tots.

Chewy's, Philadelphia: Chewy's is a Philadelphia based comfort food truck specializing in smoked meats , fried chicken and pickled items.

Cheesies, Chicago: Kitschy casual sandwich shop with a diverse menu of grilled-cheese sandwiches, soups & craft beers.

Obligations for Food Trucks



- Each participating food truck is responsible for staffing it's own truck.
- Keep Fuse related and sponsor magnets on trucks during all event/festival hours.
- Obtain appropriate licensing and food safety certifications from City of Chicago before start date to be in compliance of laws and in no risk to the festival.
 - Prepare and serve food from mobile truck with sanitary conditions.
 - Prepare and serve beverages from mobile truck with sanitary conditions.
 - Serve pre-packaged food from mobile truck.
- Maintain a professional attitude and safe environment to festival-goers and workers alike.

Sponsorship Packages



GOLD PACKAGE

COST: \$25,000 + Product

- The "YOUR NAME HERE" Fuse Food Truck Festival...
- Opportunity to create an interactive marketing program on site (table/tent in central location at festival)
- Presence in all advertising, pr, and social media including Facebook, Twitter, Instagram, and Snapchat
 - Recognition in event-related on-air promotional support
 - Logo inclusion on Fuse website
 - Prominence on Fuse banner, T-shirts, flyers, posters
 - Prominence on all on-site signage
 - Sampling opportunities
- Professional photography and video content featuring your company to be featured on Fuse website
 - Right of first refusal for 2019 Fuse Food Truck Festival
 - Use of Fuse Food Truck Festival e-newsletter
- Includes 20 All-Expense Paid tickets to festival for employees including VIP seating in picnic area.

SILVER PACKAGE:

COST: \$15,000

- Presence in all public relations, some radio advertising, and social media including Facebook, Twitter, Instagram, and Snapchat
 - Presence on Fuse Food Truck Festival website
 - Presence on all on-site signage
 - table/tent and prominent location at festival
 - Sampling opportunity at festival
 - Use of Fuse Food Truck Festival e-newsletter
 - Category exclusivity
- Includes 15 All-Expense Paid tickets to festival for employees including VIP seating in picnic area.

BRONZE PACKAGE

COST: \$7,500

- Presence in all social media, including Facebook, Twitter, Instagram, and Snapchat
 - Presence on Fuse Food Truck Festival website
 - table/tent at festival
 - Use of Fuse Food Truck Festival e-newsletters
 - Sampling opportunity at festival
- Includes 10 All-Expense paid tickets to festival for employees including VIP seating in picnic area.

Sponsors



Sponsorship Activations



1. Xfinity & Chicago White Sox Street Team

a. Xfinity Charging Stations:

- i. Xfinity will be able to keep attendees charged up and happy during Fuse Food Truck festival. Attendees will be able to flock over to the Xfinity charging center. During this time Xfinity will be able to experience more booth foot traffic. It is shown from VelocityUs brands that work with charging stations receive 35% foot traffic.
- ii. Giveaways: While visitors wait around for the cell phones to charge Xfinity will be able to provide a way for visitors to use their time wisely. Xfinity will also have a table with some customer service reps being able to answer any questions people may have about Xfinity.
- iii. There will also be a Xfinity giveaways. Visitors will be able to use the Xfinity electronic wheel, can be compared to spin the wheel, where to enter they have to enter in three things, their first name, email, and age. After this information is put into the tablet it will be just like a spin the wheel concept. This is where visitors will be able to receive Xfinity "swag."

b. Chicago White Sox Street Team:

- i. The Chicago White Sox Street Team attends events all year long bring the White Sox baseball experience to fans of all ages. The set-up includes interactive pitching and hitting games and prizes to engage and say thank you to loyal fans.

Sponsorship Activations



2. Weber

a. Promotional Materials and Assets

- i. Logo on Fuse festival flyers, Fuse website, advertisements for festival around Chicago, placement on event entrance, and promotional magnets placed on each food truck at the festival.

b. Free giveaways

- i. By visiting different on-site Weber locations, festival goers will have the opportunity to enter into a giveaway to win a Summit S-670 Gas Grill (\$2,799.00). The Summit S-670 is Weber's top of the line outdoor grill. Entering your email into on-site iPad at Weber's tent enters each person into the giveaway.
- ii. Raffle smaller Weber products, ex: cookbook, Weber Grill Restaurant vouchers, Q Series Model Grills, T-shirts, aprons, oven mitts, etc.
- iii. This gives brand awareness to festival-goers within Weber's target market. Foodies, young adults in the market to purchase their first home and grills/supplies, and suburban families with yards to have cookouts and young adults that tailgate Chicago sports games.

c. Brand exclusive tent

- i. Sell Weber products ex: Grills for delivery, grill accessories
- ii. Offer Weber recipe cooking demos, give away food samples from demos to demo attendees.

Sponsorship Activations



3. OpenTable

a. "OpenTable Picnic Lounge"

i. Restricted area for dining seating, by OpenTable reservation only.

1. This activation will require festival goers to download the *Open Table* application (via strategically placed QR Codes around the festival grounds and use the applications functions to request one of the available picnic tables, or see how long the wait for one is, as enter the queue.

- a. By having the app already on their mobile device, customers are more inclined to reuse the application.

2. FUSE will publish sponsored posts on event page(s) and event social media page(s) advertising the OpenTable Picnic Lounge with a direct link to download the application.
3. Being the only accessible friendly and spacious place to sit down and enjoy the food gathered from festival goers favorite food truck, the OpenTable Picnic Lounge is on track to be the most talked about feature of the event.

b. Logo(s) on Website.

- i. Small logo at the bottom of the homepage footer as well as a large logo placement on our *Partners* page, where the public can go to see out event sponsors as well as serve as an vehicle to your personal websites.

c. Promotional Materials and Assets

- i. Logo on flyers, event entrance, promotional magnets on food trucks, banners on gates and fences, coupons, etc.

Budget



FUSE has hired employees to work out of office throughout the months leading up to the event as well as the months prior. These employees act as a connection point for our sponsors, vendors (food trucks), and relations management.

FUSE has also put a team of attorneys on retainer in the circumstance that legal action is needed. With events such as *FUSE Weekend*, there is a lot of liability as well as potential litigation.

Terms & Agreements



This Fuse Food Truck Festival sponsorship contract states the terms and conditions that govern the contractual agreement between (INSERT SPONSOR NAME) having its principal place of business at (INSERT SPONSOR ADDRESS) and Fuse who agrees to be bound by this agreement.

The host is conducting Fuse Festival Food Truck, a gathering of all of the popular local food trucks, as well as encouraging other surrounding cities/states to drive their truck(s) to Chicago to show off their unique cuisines, and gain outsider brand exposure, on the weekend of September 1- 3, 2018.

The Sponsor agrees to sponsor Fuse Food Truck Festival according to the terms and conditions. In consideration of the mutual covenants and promises made by the parties, Fuse and the Sponsor covenant and agree as follows:

Obligations of Sponsor:

The total contribution provided by the sponsor is (INSERT CONTRIBUTION AMOUNT, [See page 15]), to be paid in full by July 1, 2018.

All product being supplied is to be ready at the event site the day before the event gates open.

Obligations Of Organizer:

The organizer will use all reasonable efforts to:

- Ensure all sponsorship activations are met (pages 17-19).

- Expose the sponsors logo ("mark") in any and all visual capacities.

- Distribute all provided product to festival attendees.

Term/Termination:

This contract will terminate automatically 30 days after the engagement date (July 1, 2018).

Indemnity:

The Sponsor will indemnify, defend, and hold the Sponsee harmless from and against any claims relating directly or indirectly to, or arising out of, content posted to the Sponsor's receptive website, social media, use of Sponsor materials, or use of Sponsor's logos and trademarks.

The Sponsee will not be responsible for damage to or loss of property belonging to the Sponsor, its employees, contractors, or agents or for personal injury to the Sponsor's employees, contractors, agents, directors, or invitees except to the extent that claims may be

solely and directly attributed to willful misconduct or gross negligence of the Sponsee and Sponsee's employers, directors, or officers.

Sponsor will give Sponsee prompt written notice of any suit claim that come within the purview of these indemnities.

Changes/Cancellations:

Any changes/cancellations made to this contract must be made in writing and signed by all parties. In the circumstance that weather inhibits the event, it will be rescheduled for the same weekend the following month.

Disagreements:

In the situation of a disagreement between the event organiser and the sponsor, the parties will refer the matter to an independent arbitrator appointed by mutual agreement.

Sponsor Signature: _____

Event Host Signature: _____

This document is private, confidential, and contains valuable information that is for privileged individuals only.

Fuse Food Truck Festival © 2018