



# Raleigh Food Truck Rodeo Sponsorship Opportunities

The Raleigh Food Truck Rodeo is a highly anticipated, family-friendly event series held in the heart of Downtown Raleigh. Taking place three times annually, each rodeo draws over 25,000 attendees—bringing the total attendance to more than 75,000 throughout the season.

Produced by Shop Local Raleigh, a local non-profit organization dedicated to supporting and promoting independently owned businesses, the Food Truck Rodeo is a celebration of our region's rich culinary and creative talent.

Each event features a curated lineup of local food trucks, artisans and vendors, and homegrown entertainment—all coming together to create a vibrant, community-centered experience. With the rallying call to Show Some Local Love™, the rodeo highlights the importance of supporting local at every level.

The event is free to attend, family-friendly, and open to the public, creating an inclusive and engaging atmosphere for all ages.

We invite you to partner with us in this exciting celebration of community and culture.

Your sponsorship helps us amplify our mission and continue to provide this unique experience to tens of thousands across the Triangle.

**To secure your sponsorship or explore custom partnership opportunities, please contact:**

 **Jennifer Martin** – [jennifer@shoplocalraleigh.org](mailto:jennifer@shoplocalraleigh.org)

Let's Show Some Local Love—together.

## Event Title Sponsor - \$10,000

*1 available*

- Naming recognition of event for one year
- Ability to include promotional offer and message in confirmation email sent to all Shop Local Raleigh (SLR) email subscribers
- Option to have up to a 10x40 brand activation space at the event
- 'Thank you' announcement from stage for your sponsorship
- Mention in press release
- Logo on Shop Local Raleigh website event page with clickable URL to your website
- Minimum of (3) shout-outs on Facebook, Twitter, and/or Instagram pages
- Logo Inclusion On:
  - Event map
  - Event sponsor page with hyperlink
  - E-newsletter promotions
  - Facebook sponsor photo album with tag
  - Performer stage
  - Face Painter sponsored by your company with logo signage
  - Banners at event
  - Event t-shirt

## Corporate Team Building - \$8,000

- 10x20 Area set up with company banner, tent and chairs for your employees to enjoy the event all while having the chance to connect out of the office in a relaxed setting
- Banner hanging from tent with logo signage
- Ability to include promotional offer and message in confirmation email sent to all SLR email subscribers
- 'Thank you' announcement from stage for your sponsorship
- Mention in press release
- Logo on Shop Local Raleigh website event page with clickable URL to your website
- Minimum of (3) shout-outs on Facebook, Twitter, and/or Instagram pages
- Logo Inclusion On:
  - Event map
  - Event sponsor page with hyperlink
  - E-newsletter promotions
  - Facebook sponsor photo album with tag

- Banners at event
- Event t-shirt

## Kid's Zone Sponsor - \$5,000

*1 available*

- Branded signage with QR code around perimeter of Kid's Zone
- Option to have up to a 10×20 brand activation space at event
- Mention in press release
- Minimum of (3) shout-outs on Facebook, Twitter and/or Instagram pages
- Logo Inclusion On:
  - Event map
  - Event sponsor page with hyperlink
  - E-newsletter promotions
  - Facebook sponsor photo album with tag
  - Banners at event
  - Event t-shirt

## Local Steward - \$2,500

*1 available*

- Poster with logo, company slogan, and/or QR code on door of every Port-a-Potty & handwashing station at each event
- 'Thank you' announcement from stage for your sponsorship during event
- Mention in press release
- A minimum of 2 shout-outs on Shop Local Raleigh Facebook, Twitter and/or Instagram pages
- Logo Inclusion On:
  - Banners at event
  - Event t-shirt
  - Event sponsor page with hyperlink
  - E-newsletter promotions
  - Facebook sponsor photo album with tag

## Community Sponsor - \$1000

*5 available*

- Option to have up to a 10×10 brand activation space at the event
- 'Thank you' announcement from stage for your sponsorship
- Mention in press release

- Minimum of (1) shout-outs on Facebook, Twitter, and/or Instagram pages
- Logo Inclusion On:
  - Event map
  - Event sponsor page with hyperlink
  - E-newsletter promotions
  - Facebook sponsor photo album with tag

## Media Partners - In Kind Sponsorship

In exchange for promotion of Food Truck Rodeo through your media outlet, you will receive:

- Logo Inclusion On:
  - Event sponsor page with hyperlink
  - E-newsletter promotions
  - Facebook sponsor photo album with tag