

SATURDAY, SEPTEMBER 28, 2024

# KIC Food Truck FESTIVAL & EXPO

powered by LAUNCH 

## 2024 CORPORATE SPONSORSHIP PROPOSAL



# About Event

**EVENT DATE:**

**SATURDAY,  
SEPTEMBER 28, 2024**

The [KIC Food Truck Festival & Expo](#) is a highly anticipated family-friendly event showcasing Chattanooga's vibrant culinary and microbusiness scene. This exciting festival celebrates the diverse talents of local food trucks, vendors, entrepreneurs, and business owners, making it a must-attend occasion for food lovers and community enthusiasts alike.

Last year, we held the event for the first time, and nearly 4,000 attendees enjoyed the festival, highlighting its immediate popularity and the community's support for local businesses. This year, we aim to make the event even more spectacular!

Join us for an evening of mouthwatering flavors, live music, entertainment, and shopping.

The event also features a "Kidz Zone" with exciting activities for all ages, ensuring fun for the whole family.

We are excited to invite you to partner with us as a sponsor. Sponsoring the KIC Food Truck Festival & Expo offers a unique opportunity to connect with a diverse and engaged audience, support local businesses, and be a part of a cherished community event.

## ***WHAT TO EXPECT***

- Food Trucks & Vendors
- Business Expo
- Live Music & Entertainment
- Activities for All Ages in the "Kidz Zone"
- & MORE....



# About Us

## WHAT IS LAUNCH ?

LAUNCH is a local nonprofit organization whose mission is to "empower communities and individuals through entrepreneurship." LAUNCH serves existing and aspiring entrepreneurs with a focus on Black-owned, women-owned, and micro-businesses. Since its inception in 2011, LAUNCH has helped start over 500 businesses.

One initiative of LAUNCH is the Kitchen Incubator of Chattanooga, or "KIC." KIC is owned and operated by LAUNCH, and is the first food-centric incubator in our region.



KIC strives to create a more diverse and equitable culinary landscape in Chattanooga by providing food and beverage entrepreneurs who are underrepresented in entrepreneurship with a nurturing and inclusive space that supports their growth, fosters culinary innovation, and equips them with the necessary tools and resources to succeed in the industry.

KIC offers a shared commercial kitchen and bakery, food truck commissary, business training, support, and distribution space. Food entrepreneurs face many barriers to entry; the KIC is positioned to increase access and offer food-centric founders the tools needed to begin and grow their businesses.



### GET CONNECTED

Networking and learning opportunities with food industry professionals.



### QUALITY KITCHEN

10,000 + sq. ft of food-centric startup space, a commercial kitchen and bakery, office space, and more.



### BUSINESS SUPPORT

Workshops, coaching, resource connections for marketing, capital, wholesale ingredients, and all the essentials for new food businesses.



### FOOD TRUCK

Our full-service food truck commissary and large outdoor space provides ideal space for Chattanooga's up-and-coming food trucks.

# KIC FOOD TRUCK FESTIVAL & EXPO SPONSORSHIPS

SPONSORSHIP BENEFITS	PRESENTING \$20K	Platinum - \$15K (Kid Zone Sponsor)	GOLD \$10,000	Silver \$5,000	BRONZE \$2,500	FRIENDS OF LAUNCH \$1,000
<b>Speaking Opportunity:</b> Speak from the stage at the event and promote your company	◆					
<b>Exclusive Naming Rights:</b> "KIC Food Truck Festival & Expo presented by [Company Name]"	Festival naming rights	Kidz Zone naming rights				
<b>Exhibit Space:</b> Vendor Fee Included	10x20 tent, Two 6 ft. table, 4 chairs	10x10 vendor space. Does not include tent, table or chairs.	10x10 vendor space. Does not include tent, table or chairs.			
<b>Main Stage Branding:</b> Prominent logo placement on the main stage and all marketing materials	◆	◆	◆			
<b>VIP Access:</b> Wristbands for VIP area with premium beverages	12 VIP wristbands	8 VIP wristbands	4 VIP wristbands			
<b>Event T-shirts:</b> T-shirts for company attendees (max. 8)	12 t-shirts	8 t-shirts	4 t-shirts			
<b>Event Staff/Volunteer T-shirts:</b> Logo on staff and volunteer t-shirts.	◆	◆	◆	◆		
<b>Stage Recognition:</b> Company name recognition from stage	◆	◆	◆	◆	◆	
<b>Logo/Name Recognition:</b> On websites, marketing materials, social media, media coverage, etc.	◆	◆	Limited	Limited	Limited	
<b>Media Mentions:</b> Mentions in various social media and media coverage	◆	◆	◆	◆	◆	
<b>Event Signage:</b> Logo on event signage	Name/logo on banner at festival entrance & throughout event	Exclusive banner at entrance of Kidz Zone & throughout event	◆	Limited	Limited	Name recognition on dedicated signage
<b>Promotional Ad:</b> Digital ad displayed on event video wall. Company to provide artwork or video.	Graphic ad & 15-30 sec. commercial.	Graphic Ad	Graphic Ad	Logo Recognition	Logo Recognition	Name Recognition



LAUNCH  
KIC Food Truck Festival  
[www.launchchattanooga.org](http://www.launchchattanooga.org)  
[www.kicfoodtruckfest.com](http://www.kicfoodtruckfest.com)

## Sponsorship/Advertising Agreement

Representative: \_\_\_\_\_

Company Name \_\_\_\_\_

Contact \_\_\_\_\_

Title \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

Zip \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

E-mail \_\_\_\_\_

Website \_\_\_\_\_

### EVENT SPONSORSHIP

- ☐ \$20,000 - Presenting
- ☐ \$15,000 - Platinum (Kidz Zone Sponsor)
- ☐ \$10,000 - Gold
- ☐ \$5,000 - Silver
- ☐ \$2,500 - Bronze [www.kicfoodtruckfest.com](http://www.kicfoodtruckfest.com)
- ☐ \$1,000 - Friends of LAUNCH
- ☐ \$\_\_\_\_\_ - Donation

Notes/Special: \_\_\_\_\_

#### MAIL OR E-MAIL TO:

LAUNCH  
P.O. Box 903  
Chattanooga, TN 37405  
fax: (423) 523-9307  
email: [info@launchchattanooga.org](mailto:info@launchchattanooga.org)

All sponsorships agreements, artwork and logos must be received by  
**August 9, 2024.**

Please contact our office at (423) 523-9307 or  
visit [www.kicfoodtruckfest.com](http://www.kicfoodtruckfest.com) for more info.

#### PAYMENT INFORMATION

Check is enclosed (please make checks payable to LAUNCH) Check # \_\_\_\_\_ Amount \$ \_\_\_\_\_

I will pay for the sponsorship via the online portal at [www.launchchattanooga.com/donate](http://www.launchchattanooga.com/donate) in the amount of  
\$ \_\_\_\_\_.

Signature \_\_\_\_\_ Date \_\_\_\_\_