

TRUCKTREK

CENTRAL PA
FOOD TRUCK
+ ARTS FEST

WHEN:

Saturday, May 14, 2016
11 AM - 6 PM

WHERE:

100-400 West Cherry Street,
Palmyra, PA 17078

WHAT'S GOING ON?

TRUCKTREK, THE CENTRAL PA FOOD TRUCK AND ARTS FEST is the premier outdoor food event in Central Pennsylvania. Building off of the popular gourmet food truck trend, we attract regionally-known trucks from the Philadelphia, Lancaster, and York areas. In addition to the food trucks, we are also attract up to 50 artisan vendors to showcase their work as well as a children's activity area with family-friendly booths and attractions.

IS THERE A TRACK RECORD FOR SUCCESS?

This is the second year for Truck Trek. We are expecting to attract 10 food trucks, up to 50 artisan vendors, and several family-friendly attractions. The physical location of the event is one block off of the town square in Palmyra, with easy access from Routes 322 and 422. There will be parking available nearby at the Palmyra Middle School, Palmyra Municipal Campus, Pine Street Elementary School, the Palmyra Pool, and the Palmyra High School. Free street parking will also be available on our wide borough streets.

TruckTrek 2015 was our first attempt at a food truck festival in Central PA. We had seven trucks, 20 business vendors, and 15 free children's stations. In our first year, we had about 5,000 guests attend between the hours of 11 am and 7 pm. Six of the seven food trucks sold out of their offerings before the end of the day. We had onsite, live broadcast from WLBR/WOIC radio, as well as a media partnership with The Sun. Our guests were mailing from the Palmyra, Annville, Lebanon, Hershey, Hummelstown, and suburban Harrisburg communities.

QUESTIONS

Please contact Kristine Warner with all questions.
717 514-0321 or kristine@gggraphicsandevents.com



MAY 14 2016



PALMYRA AREA
BUSINESS ASSOCIATION



SPONSORSHIP OPPORTUNITIES

TITLE SPONSOR

\$10,000

The "YOUR NAME Truck Trek"
 12x12 on-site space for product sampling, branding, or lead generating opportunity in location of your choice
 Presence in all Truck Trek advertising, p.r. and social media.
 Recognition in all event-related on-air radio spots
 Influence over selection of media outlets used for promotion
 Logo prominently displayed on TruckTrekPA.com
 Visibility in Truck Trek's pre-event social media (guaranteed at least 50,000 impressions)
 Prominent location on Truck Trek promotional & on-site signage
 Logo placement on Event Map
 Category Exclusivity among all sponsor levels
 Right of first refusal for 2016 Truck Trek Title Sponsor

PRESENTING SPONSOR

\$5,000

12x12 on-site space
 Presence in most Truck Trek advertising, p.r. and social media.
 Recognition in some event-related on-air promotional spots
 Logo included on TruckTrekPA.com
 Visibility in Truck Trek's pre-event social media (guaranteed at least 20,000 impressions)
 Presence on Truck Trek promotional signage
 Presence on Truck Trek on-site signage
 Presence on Event Map

FOOD COURT SPONSOR

\$1,000

12x12 on-site space
 Presence in all social media outlets.
 Logo included on TruckTrekPA.com
 Visibility in Truck Trek's pre-event social media (guaranteed at least 10,000 impressions)
 Presence on Truck Trek Food Court signage
 Designation as Food Court Sponsor on Event Map

KIDS PLAY SPONSOR

\$500

12x12 on-site space
 Logo included on TruckTrekPA.com
 Presence on Truck Trek Kids Play signage
 Designation as Kids Play Sponsor on Event Map

FOODIE SPONSOR

\$250

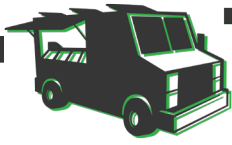
12x12 on-site space
 Logo included on TruckTrekPA.com
 Presence on Truck Trek entry/exit signage
 Listing as Foodie Sponsor on Event Map



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PALMYRA AREA
BUSINESS ASSOCIATION



TRUCK TREK CENTRAL PA
FOOD TRUCK
+ ARTS FEST

TRUCK TREK SPONSOR APPLICATION

BUSINESS NAME

CONTACT PERSON

MAILING ADDRESS

EMAIL

CELL PHONE

WEBSITE

FACEBOOK

TWITTER

TYPE OF SPONSORSHIP

Title Sponsor (\$10,000)

Presenting Sponsor (\$5,000)

(ONE AVAILABLE)

Food Court Sponsor (\$2,000)

Kids Play Sponsor (\$500)

TYPE OF SPONSORSHIP

Foodie Sponsor (\$250)

General Donation: _____

(UNLIMITED AVAILABILITY)

This contract must accompany full fee for the Sponsorship.

The Palmyra Area Business Association is a recognized, non-profit corporation under section 501(c) (3) of the Internal Revenue Code.

Donations may be tax deductible as permitted by law.

Signature of Sponsor Representative

Date

Signature of PABA Representative

Date

QUESTIONS

Please contact Kristine Warner with all questions.
717 514-0321 or kristine@gggraphicsandevents.com

All mailed applications with checks payable to "PABA" should be sent to:

Greener Grass Graphics + Events

36 Wickerberry Lane

Palmyra, PA 17078



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PALMYRA AREA
BUSINESS ASSOCIATION



ACKNOWLEDGEMENT/WAIVER

I, _____, agree that upon acceptance, this application shall be deemed to form a binding contract between the Sponsor and the Palmyra Area Business Association (PABA). The Sponsor agrees to abide by the terms set forth in the Terms and Conditions of Sponsorship below, which form an integral part of the contract between the Organizer and the Sponsor. This contract must accompany full fee for the Sponsorship.

TERMS AND CONDITIONS OF SPONSORSHIP

- 1. Sponsor Benefits:** PABA agrees to provide Sponsor with the benefits associated with the contracted sponsorship level. Any additions or exceptions must be noted on the Sponsor Contract.
- 2. No Agency/Employment:** Neither party is authorized to act as an agent for, or legal representative of, the other party and neither party shall have the authority to assume or create an obligation on behalf of, in the name of, or binding upon, the other party. Neither the sponsor nor PABA have created an employer/employee relationship by the terms of this contract.
- 3. Indemnification:** Each of the parties hereto agrees to indemnify, defend and hold harmless the other party from any and all claims, liabilities, obligations, penalties, actions, causes of actions, costs and expenses (including, without limitation, reasonable attorney's fees) incurred in connection with or arising out of any services provided hereunder or the performance of any duty or obligation provided for herein.
- 4. Cancellation:** Should PABA cancel the Event for any reason, Sponsor shall be entitled to a partial refund of its Sponsorship Fee. PABA shall not be liable to any sponsor for losses arising out of, or the inability to perform its obligations under the terms of this sponsorship proposal due to acts of God, which shall include, but not be limited to, fire, floods, hurricanes, strikes, mechanical failure, war, riot, nuclear accident, earthquake, terror attack, computer piracy, cyber-terrorism, or any other acts beyond the control of PABA. In the event of cancellation of the Event due to these aforementioned acts, the organizer reserves the right to refund such portion of the sponsorship dollars as have not been already expended by the PABA as of the date of cancellation.
- 5. Due Authority:** Each of the parties hereto represents and warrants that he/she has full authority to enter into this Agreement.
- 6. Modification of Agreement:** This Agreement contains the entire agreement between the parties as to the subject matter contained herein. No waiver or modifications of this Agreement or of any term or condition shall be valid unless in writing and duly executed by both parties.
- 7. Confidential:** Each of the parties further agrees that the terms and conditions of this Agreement are strictly confidential and shall not be disclosed to any other persons, entities or organizations without the express written consent of the other party.
- 8. Exhibiting:** Sponsors are bound by the same terms and conditions, if exhibiting, as all other exhibitors of event.
- 9. Notices:** Any notice required or permitted to be given to either party under this Agreement shall be sufficient if in writing and if sent by registered mail, to the PABA President, Kristine Warner, 36 Wickerberry Lane, Palmyra, PA 17078.
- 10. Governing Law:** This Agreement shall be governed by and construed in accordance with the laws of the State of Pennsylvania.

Company _____

Signature/Date _____

Printed Name _____



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