

Downtown Spokane Food Truck Fridays

Following the completion of the Wall Street Festival Street in 2016, in 2017, the Downtown Business Improvement District invited local food trucks to post-up on every Friday in June, July and August. The event was a hit with downtown employees and in 2018, the BID and the Greater Spokane Food Truck Association have partnered to make Food Truck Fridays bigger and better. Starting the First Friday in June, Wall Street will shut down from 11:30am to 1:30pm weekly to host 4-6 members of the Greater Spokane Food Truck Association.



Your benefit

Partnering with Downtown Spokane is the ideal marketing vehicle for reaching thousands of potential and existing customers time and again. Our broad media coverage reaches throughout the Inland Northwest, coupled with the current popularity of food trucks, Food Truck Fridays are sure to garner a lot of buzz for your organization.

Sponsoring Food Truck Friday will not only provide promotional branding opportunities, but allow the downtown BID to enhance the overall experience through live music, performances and on-site activities.

The primary benefit of being a sponsor is the direct association with the urban experience while engaging in the modern renaissance currently happening within the city core.

2018 Dates

Fridays 11:30am to 1:30pm

June: 1, 8, 15, 22 (excludes Hoopfest)

July: 6, 13, 20, 27

August: 3, 10, 17, 24 (excludes Pig out in the Park)

September: 7, 14, 21, 28

Sponsorship Opportunities

Presenting Sponsor | \$2,000

Exclusive Sponsor retains first right of refusal for participation in future Food Truck Friday promotions.

Sponsor naming rights

“Presented by <Sponsor>”

Mentions

- Sponsor name included in monthly half-page ad in The Pacific Northwest Inlander in June or August. **\$2,000+ total value**
- Sponsor featured with Food Truck Friday in monthly downtown “Neverending Story” radio ads featured on all stations (125+ spots per month for a total of 250+ spots during July and August). **\$5,000+ total value**
- Additional print media opportunities may be added to this annual plan, including the *Spokane Journal of Business*, *Inlander Annual Manual*, *Spokane Coeur d’Alene Living* and *Spokane 7*. In various targeted print media, the sponsor has the opportunity to have additional reduced-priced advertising made available to them.

Outreach

- Sponsor mentioned with Food Truck Friday in all news releases.
- Downtownspokane.org web site (120,000+ annual visitors) will include banner ad and/or logo with link on Food Truck Friday page (7,000+ page views).
- Mentions on all Downtown Spokane new media outreach including; Facebook, Twitter, Instagram and downtown online Event Calendar.

- Sponsor name and/or logo with link featured with Food Truck Friday in several monthly Downtown e-newsletters e-mailed out to over 2,500 businesses and supporters.
- Sponsor logo to appear on all Food Truck Friday materials including posters, postcards, schedules, etc.
- Prominent signage on sandwich boards and displays at Wall Street venue.

Additional opportunities

- Booth space available on-site on Wall Street for permission marketing opportunities.

Thank you

As Downtown Spokane's revitalization continues, the Downtown Spokane Partnership and Business Improvement District strive to promote the heart of our city to the region and keep building the synergy and momentum surrounding it. We invite Sponsors to be a part of advancing our urban vitality.

This program is not possible without the support of businesses like yours. Pairing sponsors with a community event is a great way to get your name out to the entire local and regional community through the extensive and consistent media coverage associated with it.

Thank you for your interest in the Downtown Food Truck Friday. If you have any questions or would like more information please call us at 509-456-0580 x102.