



MARKET STALL HOLDERS

THE
FOOD TRUCK
FESTIVAL



THE HOME OF MELBOURNE STREET FOOD IS HEADING TO A NEIGHBOURHOOD NEAR YOU.

Australia's largest food truck events bring audiences a delicious line-up of Melbourne's finest food trucks, artist markets, a craft beer bar and entertainment. As an event partner, your business, club or brand can achieve exposure, a bigger and new audience and create ongoing opportunities.

**PARTNER WITH AUSTRALIA'S
BIGGEST FOOD TRUCK
EVENTS. IN 2016 THE FOOD
TRUCK PARK WELCOMED
OVER 600,000 ATTENDEES.**

The Food Truck Park Activations

- Preston Permanent Venue
- Village Coburg Drive-In
- Australian Grand Prix
- Australian Open
- Australia Day Celebration Docklands and Kings Domain
- Chinese New Year Celebrations
- Chinese New Year Jubilation Event
- Seaside Street Food Festival Frankston
- Collins St Pop Up
- Rye Pop Up
- Richmond Pop Up
- Chadstone Pop Up





Concept And Audience

The Food Truck Festival concept is popular due to audiences craving casual dining venues, free community events and the latest in gourmet street fare. Our activations across Melbourne have resulted in a large marketing reach on social media and through media mentions, so our audience is ever growing!

Our audience is typically in their 20s - early 40s. An audience who value good food, independent thinking, often progressive, appreciation of the arts, intelligent, travel often and actively looking for the next best thing.

We attract a great mix of young professionals and families - providing a space that resonates and brings crowds back.

The two core consumer market segments that attend The Food Truck Park events include:

- Parents and families (25 – 45 years) with young children aged 15 years and under &
- Adults (25 – 45 years) with non-dependent or no children.

The Food Truck Park attracts extensive television, radio, print and social media attention. We are regularly featured in Broadsheet, The Urban List, Concrete Playground, Herald Sun, The Age, Time Out Melbourne plus coverage on Sunrise, 10 News, Nova 100 and Melbourne Weekender.

AMFVG, The Food Truck Park and The Food Truck Festival attracts extensive television, radio, print and social media attention. We are regularly featured in Broadsheet, The Urban List, Concrete Playground, Herald Sun, The Age, Time Out Melbourne plus coverage on Sunrise, 10 News, Nova 100 and Melbourne Weekender.

60,000+



Community Members
(Subscribers,
Facebook, Twitter,
Instagram)



300,000+

Unique Website Visitors per year
(The Food Truck Park and AMFVG)

2,000,000+



Facebook Event Reach



45%

Month On Month
Website Growth in 2016



Market Stall Costs Per Day

Wednesday \$50.00 + GST

Thursday \$50.00 + GST

Friday \$80.00 + GST

Saturday \$100.00 + GST

Sunday \$100.00 + GST

ALL 5 DAYS \$280 + GST

+\$55 Per power lead if required

What to bring:

- Your own 3m x 3m marquee
- Lighting

Inclusions:

- Market stall tagged announcement on The Food Truck Park Facebook event page
- Market stall recognition through The Food Truck Park E-Newsletter to subscribers

NOTE: Market stall holders will pay in advance to secure their space.

No cancellations can be made or refunds under any circumstances.