Saturday
OCTOBER 26, 2019
HUSTON TILLOTSUN UNIVERSITY

2019 SPONSORSHIP OPPORTUNITIES
On the soft slopes behind the George Washington Carver Museum and Cultural Center, countless people drifted among the spiced scents of the afternoon admiring vendors’ wares at the festival that promised to “season up the city’s traditional fall festival line-up.” The inaugural Soul Food Truck Fest was presented by the The Greater Austin Black Chamber of Commerce and featured 10 central Texas African-American-owned food trucks that competed to serve up dishes and win over people’s hearts.

-J. DEVENYNS, EAST SIDE ATX
Had a great time meeting new people and sampling food from most of the SoulFood Trucks. Great way to spend an afternoon seeing old friends and meeting new ones. It felt like a family reunion!

- L. PEGUES

Such a fun and yummy event! Hoping this becomes an annual event.

- M. CANNON

Thank you for organizing such a wonderful event. I knew there would be some suggestions coming through with it being the first year and I know the organizers of the event are already in preparation and taking in to account all suggestions! All in all, I was ecstatic to see SO many people come out and support!!!

- S. SPELLS
by the numbers

| **2000+** | attendees |
| **10**   | food trucks |
| **50**   | volunteers |
| **10,000** | printed postcards |
| **108,000** | reach with 95.9 R&B radio campaign |
| **23,000** | website hits |
| **74,000** | e-blast impressions |

1,208,000 total media impressions
(Radio, postcards, Facebook, Twitter and Instagram likes, shares, comments, views and clicks)

*2017 information

"The DJ was awesome. I loved seeing the activities for children. It was very inclusive. Mostly I loved seeing ALL our beautiful multi-colored faces and wonderful shapes and sizes. It was a beautiful thing!

— C. RAMBO

AUSTIN REVITALIZATION AUTHORITY PRESENTS SOUL FOOD TRUCK FEST
our audience

sex
75% Female 25% Male

age
20% 34 >
62% 35-54
18% 55<

relationship
60% married, engaged or in a relationship
40% single

employment
Veterans / Government Employees / Community and Social Services / Arts, Entertainment, Sports and Media / IT and Technical Services / Computation and Mathematics / Legal Services / Business and Finance / Protective Services / Management

engagement
Our audience over-indexes in online engagement as compared to all users on FACEBOOK in a 30 day period.
34 ads clicked [16]
5 pages liked [1]
30 comments [8]
35 post likes [13]
7 posts shared [2]

education
Our audience over-indexes in education as compared to all users on FACEBOOK.
16% Grad School [100% over-indexed]
67% College [9% over-indexed]
17% High School
This is more than a festival. It’s the beginning of new networks, business, fun and food!

- J. JOHNSON
Curious attendees followed the intoxicating smells in lines that snaked around trucks and intersected each other. Sometimes they arrived at their intended food truck, other times they received their soulful samples with surprise. Nevertheless, nothing that appeared out of a pick-up window was greeted with a frown. From golden, deep-fried collard greens to butter-laden grits topped with slivers of green onion and blackened shrimp...

My Granny’s Kitchen and Emoji’s Grilled Cheese sell award-winning food. Last month, the two were named co-grand champions of the first annual Soul Food Truck Fest put on by Soulciti, an online media outlet for Austin’s black community. Almost 2,000 people turned out to taste food from 10 different black-owned trucks.

It’s a busy world, and the Black family has been the cornerstone of the community when it comes to food. Recipes are shared from generation to generation, all made with the heart and soul of the maker. The beauty of modern times is the emergence of the food truck. In celebration of this new trend towards mobile comfort food, Austin’s Inaugural Soul Food Truck Fest took place on Saturday, September 30, 2017…

WHEELING OUT AUSTIN’S SOUL FOOD TRUCKS

APPETITE GROWS IN AUSTIN FOR BLACK-OWNED FOOD TRUCKS

MY GRANNY’S KITCHEN AND EMOJI’S GRILLED CHEESE SHINE AT SOUL FOOD TRUCK FEST.

AUSTIN REVITALIZATION AUTHORITY PRESENTS SOUL FOOD TRUCK FEST
The Austin Revitalization Authority (ARA) is a community and economic development non-profit corporation celebrating over twenty-one years of service facilitating residential, commercial, and cultural development as well as historical preservation within the 11th and 12th Street redevelopment area.

Since its inception, ARA has developed, owned, and operated over 65,000 sq. ft. of office and retail space along the 11th Street corridor. ARA has completed several historic preservation projects; both commercial and residential structures.

I was ecstatic to see SO many people come out and support!!!

— S. SPELLS
SFTF sponsors will have the benefit of inclusion in our robust marketing program that will reach tens of thousands of Central Texans over the course of 6 weeks.

Our traditional radio broadcast strategy will be augmented by a robust online marketing program designed to attract several audiences comprised of all ages and demographics with a particular focus on families.

We will run radio spots on Austin radio outlets 95.9 R&B (72,000 monthly reach), community radio station KAZI 88.7 and KSSM 103.1 in Killeen.

We will utilize email blasts for direct in-box marketing via soulciti and other local email partners, for a reach of over 92,000.

We will run paid Facebook, Twitter and Instagram advertising campaigns on both internal and third-party channels.

We will print and distribute 19,400 postcards for direct mail and for each food truck participant to distribute at their truck location.

And lastly, we will run a two week billboard campaign in the six square mile region of east Austin that will garner 632,000 impressions.
FIT AT THE FEST is a new initiative designed to introduce healthier lifestyle choices to festival attendees and share holistic modalities of healing through positive thought, action, proper nutrition and an overall healthy lifestyle.

We recognize that soul food - while great for community bonding - is a food choice that should be consumed in moderation and prepared with healthier ingredient options whenever possible.

Fitness activation opportunities for the day will include yoga lessons, dance class demonstrations, a Ride The Eastside Bike Tour and health screenings and information distribution.

SASSY’S VEGETARIAN SOUL FOOD TRUCK
We are excited to announce our first ever vegetarian soul food truck! Chef Sassy’s desire is to share what she has found in her vegetarian travels that’s soothed both her desire for tasteful meals and her desire to not eat meat!

Fit at the Fest will be led by fitness guru CHRIS ISOM of Isom Zone Fitness.

Chris a certified personal trainer, a Holistic Health, Lifestyle and Wellness Coach with the Institute of Integrative Nutrition and a Yoga Instructor and Motivational Speaker.

AUSTIN REVITALIZATION AUTHORITY PRESENTS SOUL FOOD TRUCK FEST
activation opportunities

EXECUTIVE CHEF x $25,000
- On-stage Remarks
- Listed as Exclusive Presenting Sponsor in all media releases and press kits
- Premier Logo Placement on all print and digital signage
- Company Name included in all radio buys
- 10 x 15 Festival Footprint for collateral distribution and data collection
- Two Dedicated e-Blasts
- Social media Cross-Promotion via Facebook, Twitter and Instagram
- 20 VIP Wrist Bands

HEAD CHEF x $15,000
- Logo inclusion on all print and digital signage
- 10 x 10 Festival Footprint for collateral distribution and data collection
- One Dedicated e-Blast Social media Cross-Promotion via Facebook, Twitter and Instagram
- 10 VIP Wrist Bands

SOUS CHEF x $10,000
- Company Name inclusion on all print and digital signage
- Social media Cross-Promotion via Facebook, Twitter and Instagram
- 6 VIP Wrist Bands

PASTRY CHEF x $5,000
- Company Name inclusion on all print and digital signage
- 2 VIP Wrist Bands

This was a much needed event as shown by the very large turnout of all kinds of people! I made some new friends and I loved the atmosphere.

- P. Rumley

Austin Revitalization Authority presents Soul Food Truck Fest
2019 foodtrucks

LIST CURRENT AS OF MAY 2019.
Thank you!

SOULFOODTRUCKFEST.COM

We are excited to customize the right sponsorship program to reach your audience and reinforce your brand initiatives. For more information, contact:

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#itisreturns