

FOOD TRUCK WARZ 2023 PRESENTED BY BDNMB.CA

# SPONSORSHIP AND MARKETING PACKAGES

## WHO WE ARE & HISTORY:

In the summer of 2017 one of the owners of BDNMB.CA Jody Sass thought that Brandon could be the next market to handle a Food Truck event where people gather on a weekend to try different foods from trucks from various cities from Manitoba.

Food Truck Warz started in September 2017 in the parking lot of the Victoria Inn. With 16 trucks the event was considered a massive success when the weather was horrible. The trucks were lined up 30 – 50 people all the time. At this point we felt that Food Truck Warz is a success, and it is time to make the event bigger and better.

- 2018 we moved to Downtown Brandon to Princess Park and added a beer garden plus a Midway. Close to 30,000 people came to Food Truck Warz 2.
- 2019 Food Truck Warz once again expanded to the Discovery Centre with over 35,000 people attending over the 3 days.
- 2020 Was the Covid year.
- 2021 Once again we moved the event to the Keystone Centre grounds where the Midway could expand, and we could have better parking.
- 2022 Food Truck Warz had close to 40,000 people attend the 4-day event at the Keystone Centre.



## PROMO VIDEOS

**2017 – VICTORIA INN PARKING LOT**  
[WWW.YOUTUBE.COM/WATCH?V=0AEJ\\_OIQBA0](http://WWW.YOUTUBE.COM/WATCH?V=0AEJ_OIQBA0)

**2018 – DOWNTOWN BRANDON PRINCESS PARK**  
[WWW.YOUTUBE.COM/WATCH?V=YWGBQBDLQFI](http://WWW.YOUTUBE.COM/WATCH?V=YWGBQBDLQFI)

**2020 – KEYSTONE CENTRE PARKING LOT**  
[WWW.YOUTUBE.COM/WATCH?V=DDAOHILGKA](http://WWW.YOUTUBE.COM/WATCH?V=DDAOHILGKA)

**2022 – KEYSTONE CENTRE GROUNDS**  
[WWW.YOUTUBE.COM/WATCH?V=VUHEW0APZ5M](http://WWW.YOUTUBE.COM/WATCH?V=VUHEW0APZ5M)

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# SPONSORSHIP LEVELS

BENEFIT	TITLE SPONSOR	TIER 1	TIER 2	TIER 3	FRIENDS
	\$5,000	\$3,000	\$1,000	\$500	\$250
VIP PARKING PASSES	25	15	2	X	X
PROMO BOOTH / TENT / TABLE	✓	✓	X	X	X
SOCIAL MEDIA MENTIONS	✓	✓	✓	✓	X
SPONSOR LOGO AND LINK	✓	✓	✓	✓	✓
EVENT DAY PASSES	75	30	6	X	X
MIDWAY WRIST BANDS	25	15	10	X	X
LOGO ON EVENT SIGNAGE	✓	✓	X	X	X
MENTIONED ON RADIO ADS	✓	X	X	X	X
LOGO ON FOOD TRUCK WARZ BALLOTS FOR VOTING	✓	X	X	X	X
ON SITE PA MENTIONS	✓	✓	✓	X	X
OFFICIAL FOOD TRUCK WARZ GOLF SHIRT	4	2	2	2	1
USE OF FOOD TRUCK WARZ LOGO FOR MARKETING	✓	✓	✓	✓	X
BANNER AND SIGNAGE ON FENCE AT FOOD TRUCK WARZ	✓	✓	X	X	X
FIRST RIGHT OF REFUSAL TO FUTURE EVENTS	✓	✓	✓	✓	✓

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