

# AZ FALL Festival

## 2018 Food Truck Partnership Opportunities



# EVENT OVERVIEW

## AZ FALL FESTIVAL

Metro Phoenix's newest family event, the 1<sup>st</sup> Annual AZ Fall Festival, takes place over three weekends in October, October 13 – 14, October 20 – 21, and October 27 – 28, at the Thompson Event Center, 1901 N. Alma School Road, Mesa AZ 85201.

This fun-filled event is packed with fall-themed attractions and entertainment for every member of the family including:

Live Entertainment/Music • Beer & Wine Garden  
Food Trucks • Artists, Crafters, Jewelers, & Apparel Vendors  
Ferris Wheel • Haunted House • Paintball Shooting Gallery  
Laser Tag Shooting Range • Pumpkin & Corn Cannons  
Pedal Car Track • Pumpkin Patch • Halloween Family Photos



And, don't miss the KidZone featuring lots of fun activities for the little ones:

Bounce House and Slide • Other Interactive Inflatables  
Petting Zoo • Pony Rides • Hay Maze • Face Painting • Arts and Crafts  
Pumpkin Decorating Station • And Much, Much More!!!

# MARKETING DEMOGRAPHICS

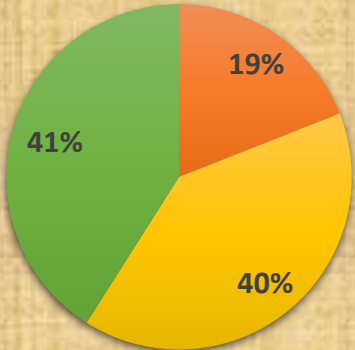
## TARGET AUDIENCE

The **AZ Fall Festival** is a family-friendly event expected to attract 45,000+ local affluent consumers.

## TARGET AUDIENCE DEMOGRAPHICS

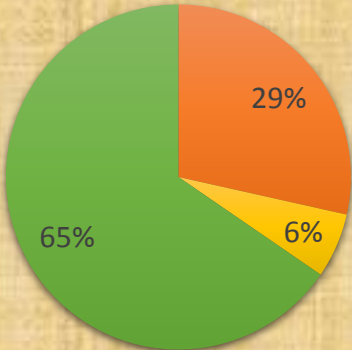
Moms • Educated Women • Buyers • Decision Makers

### Income



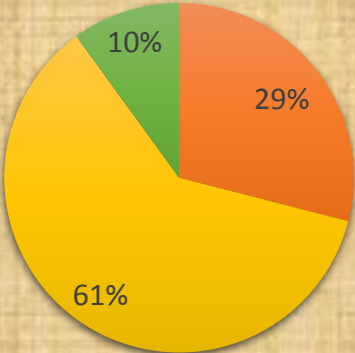
■ \$0 - \$50k   ■ \$50k - \$99k   ■ %100k +

### Employment



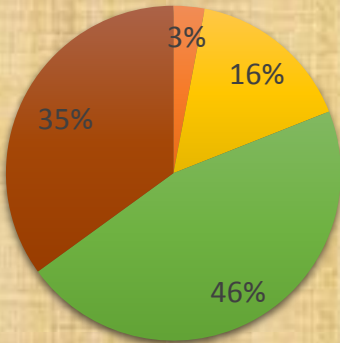
■ Full-Time   ■ Part-Time   ■ At-Home

### Ages



■ 25 - 34   ■ 35 - 49   ■ 50+

### Education



■ High School Graduate   ■ Some College  
■ College Graduate   ■ Post-Grad Degree/Work

# MARKETING DEMOGRAPHICS

## TARGET AUDIENCE DEMOGRAPHICS

### Target Audience Buying Habits

**86%** Amusement Parks/Family Fun Centers

**74%** Children's Apparel

**68%** Travel

**67%** Theatre/Dance/Music Events

**61%** Professional Sporting Events

**57%** Health Foods

**41%** Fitness Memberships

**40%** Home Improvements

**36%** TV/Electronics

**32%** Athletic/Sports Equipment



### Target Audience Children Activities Participation

**60%** Swim

**60%** Sports

**46%** Arts

**40%** Music

**34%** Dance/Gymnastics/Cheer

**29%** Computers

**27%** Educational Enrichment

# PARTNERSHIP OPPORTUNITIES

## EXPECTED AUDIENCE

The **AZ Fall Festival** is a family-friendly event offering the perfect opportunity to introduce your company's products.

## WHAT MAKES AN AZ FALL FESTIVAL PARTNERSHIP UNIQUE?

**TARGET** a family-oriented demographic.

**ENHANCE** company image through event association.

**INCREASE** exposure to new customers and leads.

**RECONNECT** with existing customers.

**BOLSTER** your brand through event partnership.

**SUPPORT** your local community.

## FOOD TRUCK PARTNERSHIP OPPORTUNITIES

Food Truck Space (All Three Weekends, 6 Days): \$1,800

Food Truck Space (One Weekend, 2 Days): \$800

Food Truck Space Deposit: 50% at registration

Food Truck Space Balance Due: September 14, 2018

**For more information concerning partnership, please contact:**

**Allen Thompson**

**Director of Operations**

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