2022 Food Truck Rodeo Sponsorship Opportunities
Who We Are

Durham Central Park is a 5-acre, public park located in the heart of downtown Durham. It is operated by Durham Central Park, Inc, a 501(c)(3) non-profit organization.

DCP, Inc. holds a management agreement with the city of Durham to operate, maintain, and program the park but does not receive any public funding.
DCP works to engage the Durham community by providing an exciting downtown destination that offers a venue for cultural activities and is part of a 24-hour, authentic, walkable neighborhood for arts, recreation, and locally-owned businesses.
Social Media Impact

6,276 Followers
11,454 Likes
9,100 Followers
5,392 Subscribers

6,563 Avg Visits/Mo.
8,250 Avg Visits/Mo. Peak Season
Food Truck Rodeos

4 Rodeos/Year
Sundays - Spring, Father’s Day, Labor Day Weekend, and Halloween Weekend

3,000–5,000
Attendees per event

Diverse Crowds
From the Triangle and all over the region

Gourmet Food Trucks
Locally Based, cuisine from all over the world

Craft Beer, Wine & Cider
From Durham Based Producers

Engaging Performances
By Local Performers & DJs
Why Sponsor Rodeos at DCP?

In addition to the media benefits and perks listed on the following slides, by sponsoring the Food Truck Rodeo your company is:

- bringing a high quality festival event to a safe outdoor space for free
- engaging with a diverse audience from all over the Triangle
- providing local artists, food trucks, and breweries opportunities
- providing DCP with the means to provide unique entertainment in addition to huge variety of food and beverage options
- providing DCP with the means to achieve sustainability goals and keep all events low-waste but high-quality
FTR Sponsorships

**Presenter**
$2000
- Logo placement on Food Truck Rodeo page
- Personalized thank you in email campaign sent the week before event
- Logo placement on DCP Facebook page
- 3 DCP Social Media posts & Tweets
- Sponsorship acknowledgement on map
- 10’ x 10’ tabling area in high-traffic location.
- In-person, pre-event sponsor announcement delivered by DCP.

**Co-Sponsor**
$1000
- Logo placement on Food Truck Rodeo page.
- Personalized thank you in email campaign sent the week before event.
- Sponsorship acknowledgement on map
- 10’ x 10’ tabling area in high-traffic location.

**Tabling**
$350/Rodeo or $1200 for All Four
- Company acknowledgement on map
- 10’ x 10’ tabling area in high-traffic location.
Contact

Bryce Brooks
bryce@durhamcentralpark.org

P.O. Box 1526 Durham, NC 27702

durhamcentralpark.org