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.
What We Do

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

- 6,000 Followers
- 9,812 Likes
- 6,324 Followers
- 4,255 Subscribers

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

5 Rodeos/Year
Sundays. Evenly spaced.

3,000–5,000 Attendees per event

Gourmet Food Trucks
Locally Based

Diverse Crowds
From the Triangle and all over the region

Craft Beer, Wine & Cider
From Durham Based Producers

Engaging Performances
By Local Performers & DJs
FTR Sponsorships

Benefits include:

1. Online Representation
2. Print Representation
3. Physical Presence
Online

DCP Web Site

Logo placement on Food Truck Rodeo page.

Email Campaign

Personalized thank you in campaign sent the week before event.

Social

Logo placement on DCP Facebook page.

Minimum 3 DCP Facebook posts.

Minimum 3 DCP Tweets before event.
Print

Handout

Sponsorship acknowledgement on map handout.

Color ad in handout (your design; we provide specs).

1,000 copies passed out at event.

Posters

Prominent logo placement on 100 posters.

Distributed throughout Durham & Chapel Hill.

Displayed on participating food trucks during month leading up to event.
Physical Presence

Sponsor Table
10’ x 10’ tabling area in high-traffic location.

Announcement
In-person, pre-event sponsor announcement delivered by DCP.
Sponsorship Levels

**Exclusive**
Sole, non-media sponsorship of one event.

Net Investment: $2,000

**Co-Sponsor**
One of two non-media sponsors of one event.

Net Investment: $1,000
Contact

Tess Mangum Ocaña
919.450.5186
tess.ocana@durhamcentralpark.org

P.O. Box 1526 Durham, NC 27702

durhamcentralpark.org