

Chicago Food Truck Festival

2026 Sponsorship Opportunities



Event Overview

The **Chicago Food Truck Festival** is the largest food truck festival in Illinois and the second largest in the Midwest. Now entering its **13th season**, we bring together gourmet food trucks and thousands of passionate foodies in a fun, vibrant atmosphere.

2026 Festival Dates & Locations

Summer Festival

South Loop

2300 S. Indiana Ave., Chicago, IL 60616

June 20 & 21, 2026 | 10:00 AM – 7:00 PM

Fall Festival

LaBagh Woods

5200 Cicero Ave., Chicago, IL 60646

TBA 2026 | 10:00 AM – Sunset Expected Attendance

- Summer: **40,000+**
- Fall: **4,000+**

Audience Profile

- 59% aged 25–44 (prime spending demographic)
- 63% Female
- Highly active on mobile (57%)

Wrigley Field Legacy

From 2015 to 2019, for five consecutive years, we were the official builder and provider of the entire food truck rotation at Wrigley Field for the Chicago Cubs. We supplied gourmet food trucks for all 82 home games and special events on Gallagher Way. During this time, we also produced major activations including Movies of the park, Bud Light's Friendsgiving at Wrigley Field, and the Budweiser Taste of Summer: Chicago Food Truck Festival at Wrigley.

Why Sponsor?

Gain high-visibility brand exposure, drive direct consumer engagement, launch new products, and align your brand with Chicago's vibrant food scene.

Past national sponsors include Bank of America, Coca-Cola, State Farm, Greyhound, PNC Bank, and more.

Sponsorship Levels

Title Sponsor – \$7,000 (Exclusive – Limit 1)

Naming rights to the entire festival (e.g. "[Your Brand] Chicago Food Truck Festival").

- Prominent logo on all marketing materials, tickets, entrance signage & main stage
- Priority footprint location and banner placements
- Dedicated activation opportunity

Presenting Sponsor – \$4,000 (Premium – Limit 1–2)

Prime 10x30 footprint with two high-traffic banners.

- Customizable social media campaign (dedicated posts + stories)
- Prominent homepage logo on website + inclusion in all email blasts
- 6 complimentary VIP passes

Platinum Sponsor – \$2,800

10x20 footprint with one high-visibility banner.

- Prominent logo on event website + email inclusion

- Four social media mentions
- 4 complimentary VIP passes

Gold Sponsor – \$1,500

10x10 onsite footprint.

- Logo on event website
- Two social media mentions
- 2 complimentary VIP passes

In-Kind Sponsorship

We welcome in-kind donations. Benefits and recognition will be scaled to the fair market value of your contribution. Contact us for personalized options.

Important Note:

Fees listed are for a single event. Sponsoring both Summer and Fall festivals doubles the fee.

Partner With Us

- Reach tens of thousands of engaged food lovers
- Multiple touchpoints: onsite + digital exposure
- Perfect setting for brand activation, sampling, and direct sales

Contact Information

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Chicago Food Truck Festival

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Application Deadline

Summer Festival: June 1, 2026

Fall Festival: TBA Full payment is required to secure your sponsorship.

This is a rain-or-shine event. All payments are final (except Acts of God).

Next Steps

1. Choose your sponsorship level
2. Complete the official sponsorship application
3. Submit with Certificate of Insurance naming **Maned Owl Events, LLC** (875 N. Michigan Ave., 31st Fl., Chicago, IL 60611) as additionally insured

Thank you for your interest in becoming a sponsor of the **Chicago Food Truck Festival!**