The 2014 Lowcountry Food Truck Rodeo is back and better than ever!

Saturday, Sept. 20, 2014
Noon – 10 p.m.
The Post and Courier Parking Lot

Don’t miss our new fun and exciting GAME DAY program at the Food Truck Rodeo!

Enjoy the best food from Charleston’s local Food Trucks, the most popular college football on flat screen TVs, featuring the Clemson vs. Florida State, and the South Carolina vs. Vanderbilt games, as well as, all your other college football favorites, beer and wine, a football toss and corn hole competition! We’ll also be giving away a grand prize and you have to be present to win, so don’t miss it!

By participating in the Lowcountry Food Truck Game Day you can:

- Enhance your brand image and position and maximize awareness.
- Meet hundreds of potential customers and establish qualified leads.
- Ignite customers’ five senses and build on their excitement to initiate a sale.
- Raise the profile of your business.
- Show your product or service in real life in ways that can’t be done on TV, radio, print, or online.
- Appeal directly to consumers with face-to-face interactions.
- Make sales on the spot and for months to come.
- Leave consumers with impressions they won’t easily forget.

Did you know?

in the Charleston MSA:

- 75.5% ages 25-44 enjoy watching college football
- 40.1% of those make over $50K a year
- 69.3% own their own home
- 69.3% prefer to buy from locally owned business
- 65.7% Like other outdoor sports

For more information, visit charlestonfoodtruckrodeo.com or contact your Post and Courier sales representative or Stephanie Shipe at (843) 937-5401 or sshipe@postandcourier.com.
Exhibitor/Food Truck Benefits:

As consumers are faced with more and more choices, and the business environment becomes even more competitive, getting in front of the right audience is imperative. **The Lowcountry Food Truck Football Game Day is a must for your business!**

**Exhibitor/Food Truck Package: $200**

- Vendor space at the event (spaces are filled on a first come, first served basis)
- Listing and link on event website
- Listing in even promotional ads

Take advantage of our dynamic, vigorous marketing campaign that ensures a successful event for our participants. You can expect results with a $75,000 plus marketing plan executed through the following multi-media tools:

- Print and online advertising in The Post and Courier, Charleston Scene, Lowcountry Parent magazine, Tideline magazine, Moultrie News, Summerville Journal Scene, postandcourier.com, and charlestonfoodtruckrodeo.com
- Television and radio coverage of the event.
- Social media promotion on Facebook, Twitter and e-blast.

**Specialized Sponsorship Opportunities**

Specialized sponsorships are available for prominent position and recognition at the event. Sponsorships include expanded exhibit areas, increased advertising space, and multiple promotional opportunities for your business.

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