

2025 Sponsorship Opportunities



EVENT OVERVIEW: 2025 marks the 13th season of Alpharetta Food Truck Alley (AFTA), the community's favorite local monthly event! Old Roswell Street in downtown Alpharetta comes alive every 4th Thursday from April to October featuring the “best of the best” food trucks, live music and bar set-ups from local restaurants.

AFTA is a great way to promote your business at a fun, live event with an established track record.

Demographics: The event reaches an upscale audience featuring families, business professionals, and teenagers living in the Alpharetta area.

Overall Attendance For 7 Events: 10,500 (average weekly attendance: 1,000-1500)

Social Media: 22K Facebook followers & 1684 Followers on IG (started in 2022)

Event Dates: April 24, May 22, June 26, July 24, August 28, September 25 & October 23

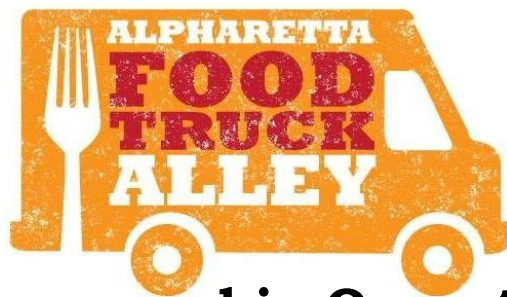
Time: 5pm-9pm

Where: 37 Old Roswell Street—Downtown Alpharetta

Admission: FREE

Alpharetta Food Truck Alley is a city sponsored event in partnership with Fab Food Trucks.





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GOLD SPONSOR: \$5000 Investment

- ⇒ Feature on AFTA Facebook Page monthly (7x) with link to sponsor's website or social media. Reach: 22,000 FB followers/1684 IG Followers. Ads will be boosted and paid to reach target audience in Alpharetta. Sponsor can provide marketing sales messages.
- ⇒ Included on press release sent to regional and local media.
- ⇒ 10' x 10' activation space on-site at 7 monthly events to use for company marketing or promotions. (Tent, table, and chairs provided by sponsor).
- ⇒ Logo on all signage related to the event.

SILVER SPONSOR: \$2500 Investment

- ⇒ Feature on AFTA Facebook Page 4x with link to sponsor's website or social media. Reach: 21,000 followers. Ad will be boosted and paid to reach target audience in Alpharetta. Sponsor can provide marketing sales messages.
- ⇒ 10' x 10' activation space on-site at 7 monthly events to use for company marketing or promotions. (Tent, table, and chairs provided by sponsor).

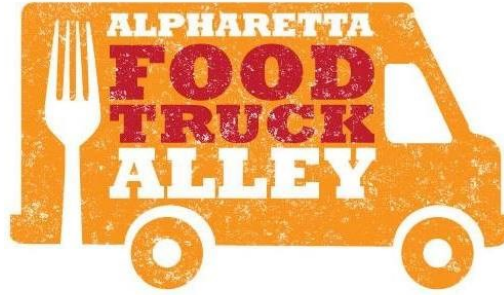
BRONZE SPONSOR: \$300 Investment per event

- ⇒ 10' x 10' activation space on-site for one event to use for company marketing or promotions. (Tent, table, and chairs provided by sponsor).



For more information, contact Angie Hillman
404-931-7261 : angie@fabfoodtrucks.com





2025 Alpharetta Food Truck Alley Sponsor Application

Company Name: _____

Contact: _____

Office #: _____ Cell #: _____

Email: _____

Participation Dates:

All

April 24

May 22

June 26

July 24

August 28

September 25

October 23

Website: _____

Social Media Links: _____

TERMS & CONDITIONS:

-Load-In & Parking: For each event date load-in is at 4pm until 4:45pm. The event starts at 5pm. Vehicles will need to be out of the event space by 4:45pm. Paid parking is available across the street from the event space and free parking is available in MADE Parking on the left side of the road just as you are turning onto Old Roswell Street. They have free parking available down at the bottom of the lot.

Service: 5pm-9pm.

Address: 37 Old Roswell Street Alpharetta

Payment: Gold & Silver sponsors may secure their spots by April 1. Payments may be made in full or a payment plan can be set up but the full amount is due by April 1. Bronze sponsors payments are due 2 months prior to the event date to secure your date. Payment can be made by check or credit card payment via PayPal. Payments via Paypal will have a 3% fee added.

This is a rain or shine event.



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