

AUCKLAND FRIED CHICKEN FESTIVAL

VENDOR INFO 2021

Proudly brought to you by The Food Truck Collective





EVENT GOAL

To create a fun, memorable and quality event that brings people together who share the love for great food.

THE JOURNEY

We have hosted three successful Auckland Fried Chicken Festivals. The festival's popularity has continued to rise significantly over the past few years, each year growing and evolving to be bigger and better.

A variety of quality fried chicken dishes is the focus at our Festival and creating a positive and memorable experience to be enjoyed by the masses!

In 2020 we hosted 10 food vendors and accommodated just over 3K attendees. We hosted in Shed 10 downstairs, this year we will have two floors in order to expand to include stalls and improve the experience.





2020 HIGHLIGHTS

We had a fantastic day back at Shed10 with many new vendors. The festival was not just great for food, but a wide selection of entertainment, including live music, axe throwing, cooking demonstrations and The Hang Challenge.

Our biggest year yet for media reach supported by multiple media partners both online and on TV.

Check out the video highlights [here](#)

2020 EVENT REACH

Tickets sold: 3,198 over 4 sessions

Facebook Interest: 26K

Facebook reach: 585K

Our biggest year yet for media reach supported by multiple media partners both online and on TV.

Facebook Analytics suggest response demographics

- 38% Aged between 25-34
- 27.5% Aged between 18-24
- 20.12% Aged between 35-44

The collage features five social media posts:

- Dish Cult** (3 Aug): "The Auckland Fried Chicken Festival is THIS Saturday! Grab a ticket before it sells out 🍗"
- NewsHub** (7 Aug): "YUM! 🍗"
- Concrete Playground Auckland** (3 Aug): "Clucking great news."
- Breakfast** (7 Aug): "COMPETITION!! We've got two double passes to give away to tomorrow's Auckland Fried Chicken Festival! It's sold out online with limited door sales but we've got the hook up for two fried chicken lovers! Tell us who you'd take and why you love fried chicken so much. We'll pick a winner at Midday (Friday 7th August). note this is for the 5-7pm session. Thanks to our friends at Food Truck Collective & Culley's!"
- Heart of the City** (28 Jun): "Auckland's favourite event dedicated to all things fried chicken is returning to Shed 10 in August 🍗"

At the bottom left is a graphic for the **AUCKLAND FRIED CHICKEN FESTIVAL** with the slogan "REAL CLUCKIN GOOD".

ATTENDEE REVIEWS

"Great amount of vendors with lots to offer. Well run event"

"Hot sauce samples, axe throwing, nice - some new vendors I didn't know i.e. Brotisserie are superb"

"It was a cool vibe! Great opportunity to connect with many local businesses"

"Loved the wide selection of free sauces, adequate seating, high quality food"

"Everyone was friendly and relaxed"

"Love the chicken & the butcher cooking demo"

"Love the range of food, the free Culleys gift and discount, the different stalls, plenty of seating"

"Double double from Tiger Burger was my reason for even attending. Trying lots of variety of the best food ever is great. Supporting Kiwi businesses, especially atm is good"

Quotes taken from Post Event Public Survey Aug 2020



2021 KEY DETAILS

Saturday 21st August 2021
Shed 10

Session times TBC
Ticket Price TBC

We will be hosting the festival across
two floors at the venue

More space for customers,
entertainment & stalls

VENDOR FEES

Product Stalls \$300 +gst (no power)

Food Trucks 10% Gross Sales +gst (power included)

**Product stalls are for items not available for consumption on the day. Stall spaces are 3x3m BYO Table

**Stall Space for F&B - Inside 3x3m

If you would like to request a larger stall size or if you really need power, please let us know and we will see what we can do!





KEY INFO

MUST FIT WITHIN THE THEME

We are hosting a fried chicken festival, so welcome stalls & vendors that are related to or compliment chicken in some way.

BE SUSTAINABLE

All food packaging must be compostable.

SHARE THE LOVE

Tell your followers you are coming, get involved with our ticket giveaways.

PARTNERSHIP OPPORTUNITIES

For our 2021 Festival, we will be offering tiered Partnership opportunities for brands to join our festival.

Options will include larger vendors sites, activation opportunities, branding association and more.



WANT TO COME?

CLICK [HERE](#)

Or, have a question? Email us

tim@foodtruckcollective.co.nz

