



6 Ways to Get Your Food Truck Into Festivals

1 Find a Good Fit

- Check out the festival's website and social media profiles
- Make sure they're a good fit for the cuisine you offer

2 Build Connections in Your Community

- Attend local food truck gatherings, networking events, and industry events
- Join online groups for food truck owners in your area
- Collaborate with other food truck owners to cross-promote each other's businesses

3 Submit Applications on Time

- Make note of when applications open and close
- Submit your application at least 6–8 weeks before the event
- Send organizers a proposal explaining why your truck would be a good fit

4 Invest in Your Brand

- Build visually compelling branding to stand out from the competition
- Create a logo that represents your business
- Consider your target customer and the story you want to tell

5 Do the Prep Work

- Make sure you have the necessary permits and licenses to be a vendor at each festival
- License your business with the health department in the festival's area
- Get food truck insurance coverage to protect yourself from costly claims

6 Organize Your Own Festival

- Pick the location
- Involve other people
- Secure licenses and permits
- Get the equipment you need
- Recruit food truck vendors
- Require insurance from vendors
- Make a website
- Promote your event