

PORTLAND TIMBERS FOOD CART ALLIANCE

The Portland Timbers Food Cart Alliance (PTFCA) is a free, cross-promotional program designed to highlight the Rose City's vibrant food cart culture. Through the PTFCA, select Portland-area food carts will have the opportunity to serve their food cart fare on Timbers match days at JELD-WEN Field via fan vote. If your food cart is selected to serve at JELD-WEN Field your cart will have the opportunity to serve at two Timbers first team matches. The cart will also be required to serve at a Timbers Reserve Team match or a Portland Thorns FC match, for a total of three JELD-WEN Field events. Dates to be mutually agreed upon.

Join the PTFCA to receive:

- A chance to serve your food cart fare at JELD-WEN Field
- Food cart listing on portlandtimbers.com
- Photograph of food cart included in PTFCA photo album on the Timbers Facebook page with a description of food cart in caption
- Food cart included in a poll posted to the Timbers Facebook page for fans to vote on food carts to be featured at JELD-WEN Field
- Twitter, Facebook and website posts promoting the poll and to encourage fans to sample food cart fare during this period of time.
- Featured food carts will be announced via Facebook, Twitter and portlandtimbers.com prior to match and mentioned via Portland Timbers social media, web outlets, and game alert emails (to season ticket holders) leading up to their game.
- Inclusion in feature story on portlandtimbers.com announcing PTFCA and/or press release
- PTFCA sticker to place on your food cart



Food Cart will provide:

- PTFCA sticker on the front of food cart
- Photograph of food cart with PTFCA sticker visible
- PTFCA mention on food cart website and social media pages (PTFCA will provide official logo for use)
- Discount to Axe Society members (group of about 6,000 Timbers season ticket holders)
- If selected to serve at JELD-WEN Field, mention on food cart website and social media pages about serving prior to and day of match
- Opportunity to create a Timbers themed food specialty item sold at cart.

_____ and the Portland Timbers agree to fulfill the items listed under the PTFCA partnership throughout the 2013 calendar year.

Portland Timbers

Food Cart

CONTACT: Emily Lamunyan at 503.553.5407 or elamunyan@portlandtimbers.com

PORTLANDTIMBERS.COM/PTFCA