

Campus Event Planning Guide

Helping colleges and universities create well-executed food truck events.

PREPARED BY SAN JOSE FOOD TRUCK ASSOCIATION



Designed for: Student Affairs • Campus Activities • University Event Professionals

From Welcome Week to graduation, memorable campus events bring students, faculty, and alumni together. Here's how food trucks create experiences that boost participation, build community, and simplify planning.

01 Why Food Trucks Work

- Supports events from 50 to 5,000+ attendees
- Wide variety of cuisines and dietary options
- Flexible indoor and outdoor service
- Drives participation and campus energy
- Turnkey service that simplifies planning
- Creates memorable experiences for students

02 Popular Campus Events

Welcome Week

Orientation

Move-In Day

Homecoming

Reunions

Midterms / Finals Week

Club & Org Fairs

Graduation

Sporting Events

WHERE FOOD TRUCKS SHINE MOST

Welcome Week draws the year's largest crowds

Club & Org Fairs help students discover campus life

Finals Week gives students a much-needed study break

03 Customize Your Event Experience

Start with one question: **how much variety do you want?** It comes down to customization, not just attendance.

1 truck

One Featured Truck

A single focus for a large, one-menu crowd. Think lunch, dessert, or a coffee cart.

2 trucks

A Sweet & Savory Pair

A savory main plus a dessert follow-up.

3+ trucks

Maximum Menu Variety

Several cuisines side by side so every guest finds a favorite. Great for large events.

04 Real Event Examples

Student Gov. Fair

Attendees

Students

Audience

~350 students

Trucks

1 food truck

Window

2-hour service

A single-truck activation that brought energy to a campus event.

University Graduation

Attendees

Grads, family, faculty

Audience

~40,000 attendees

Trucks

40 food trucks

Window

6-hour service

Proof that food trucks can scale successfully for exceptionally large events.

Planning Your Next Campus Event?

Whether you're planning Welcome Week, Homecoming, graduation, or a student organization event, our team will help you build the right food truck experience for your campus.

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