

# Campus Event Planning Guide

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

PREPARED BY HOUSTON 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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