

# K-12 Event Planning Guide

A K-12 guide to creating memorable school events with food trucks.

PREPARED BY NEW YORK FOOD TRUCK ASSOCIATION



Designed for: School Administrators • District Staff • PTO/PTA Leaders • Event Coordinators

From teacher appreciation to family nights, every school event is an opportunity to bring people together. Food trucks make those moments feel festive, memorable, and easier to organize.

## 01 Why Food Trucks Work

- Scales for events from 50 to 5,000+ attendees
- Wide variety of cuisines and dietary options
- Flexible setups for indoor and outdoor events
- Simple coordination with one booking partner
- Great for staff, students, and families
- Plan service windows around school schedules

## 02 Popular School Events

Teacher Appreciation

Back-to-School Night

Staff Lunches

Field Day

School Festivals

Conferences

Graduation

PTO/PTA Events

### WHERE FOOD TRUCKS SHINE MOST

**Teacher Appreciation** makes staff feel genuinely celebrated

**Field Day** keeps students and volunteers energized

**Back-to-School Night** invites families to stay and connect

## 03 Customize Your Event Experience

### What experience do you want to create?

The right setup depends on the atmosphere, menu variety, and flow you want — not attendance alone.

1 truck

### One Featured Truck

Ideal for staff appreciation, smaller gatherings, or a featured treat such as lunch, dessert, or coffee.

2 trucks

### A Sweet & Savory Pair

Pair a savory main with dessert or specialty drinks for a more complete experience.

3+ trucks

### Maximum Menu Variety

Offer several cuisines side by side. Ideal for Field Day, festivals, and larger school-wide events.

## 04 Real Event Examples

### Teacher Appreciation

#### Attendees

Teachers & staff

#### Servings

220

#### Trucks

1 food truck

#### Window

3-hour service

*A specialty coffee truck, serving teachers and staff on their own schedule and turning a simple thank-you into something the whole staff looked forward to.*

### Back-to-School Fair

#### Attendees

Students, staff, parents

#### Servings

1,000

#### Trucks

4 food trucks

#### Window

2-hour service

*A four-truck lineup with something for everyone, timed to feed roughly 1,000 students, parents, and staff in a two-hour window.*

## Planning Your Next School Event?

Whether you're planning a Teacher Appreciation event, field day, graduation, or a PTO/PTA gathering, our team can help create the right food truck experience for your school.

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