

sustainable  
**Food  
Festival**



# Research

This content includes ideas for this project in terms of inspiration. We searched visual images of other websites, posters, cards, etc. that was related to food festivals. We use this information to get an idea for our aesthetic and mood board.

Research is a crucial part of projects, as it helps build a foundation for one to begin building their project on.

Our main focus for research was

the aesthetic of combining pictures of food with text. This will help us layout our website better and give us an understanding as to what we should be including as well.

We also tried to bring in some pictures of logos. When we come up with a name, we can use this information to focus on the design aspect of what a logo for a food festival should look like.



**Festival Food**

Saturday 28 JUNE

\$25 entry

LIVE MUSIC • DANCE • FOOD • DRINKS

For Information: 0123 0434 0656  
 Email: elegantflyer@mail.com  
 www.elegantflyer.com

Elegantflyer

JAJAN - CULINARY

**STREET FOOD FESTIVAL**

15-17 APRIL  
10:00 - 21:00

SUDIRMAN STREET  
29 ALUN-ALUN 1341 JPN

ARTISAN FOOD / FOOD PRODUCT  
ENTERTAINMENT / BREAD / AND MANY MORE

WWW.YOURPRESENTSHERE.COM

Blue Apron

Home Learn More On The Menu Blog Sign Up

**A better way to cook**  
 Fresh ingredients, great recipes delivered weekly to your home

Join Now \$9/m

**Cook Incredible Recipes**  
 Experimenting with recipes made easy, powered with some of our best chef's know-how

Get Started Today

**Eat Fresher Food**  
 Our experts source the best seasonal ingredients directly from farms, purveyors and family-run purveyors

Get Started Today

Let us do the legwork

What we do: Shop, Cook, Deliver

What you do: Cook & Enjoy

**We can't wait to cook with you!**

Join Now \$9/m

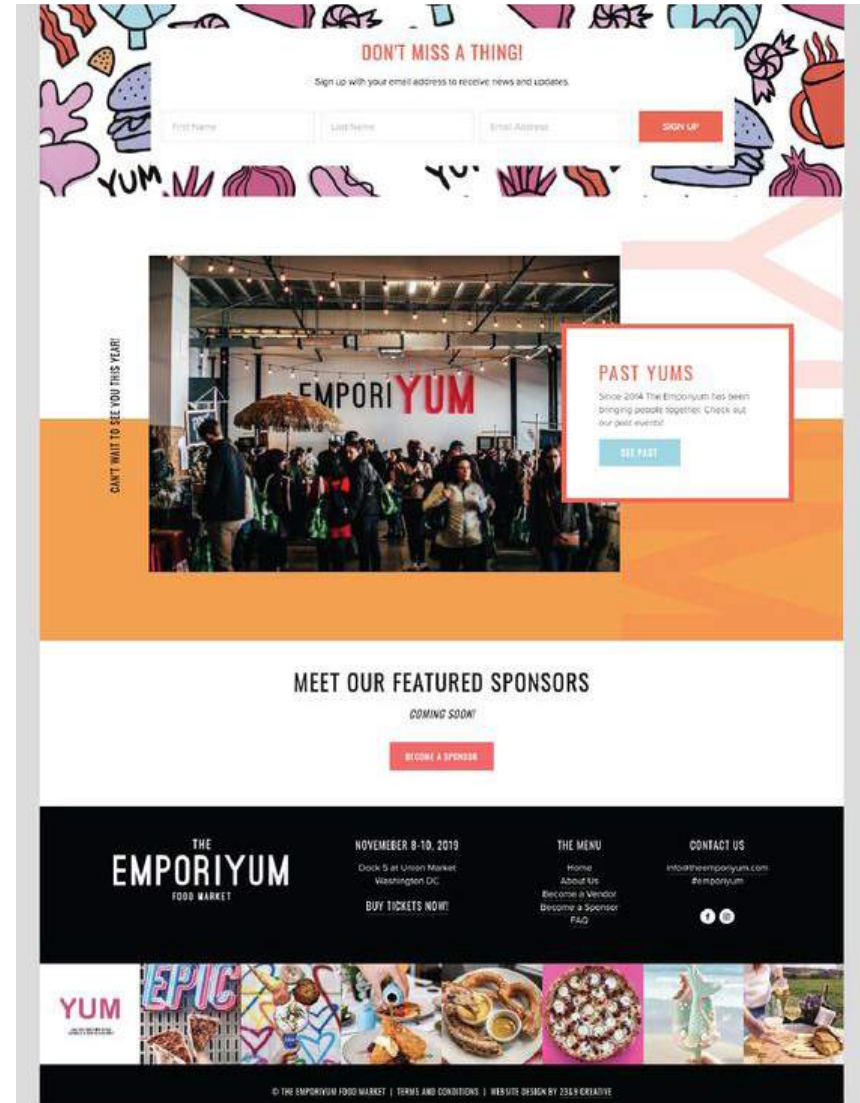
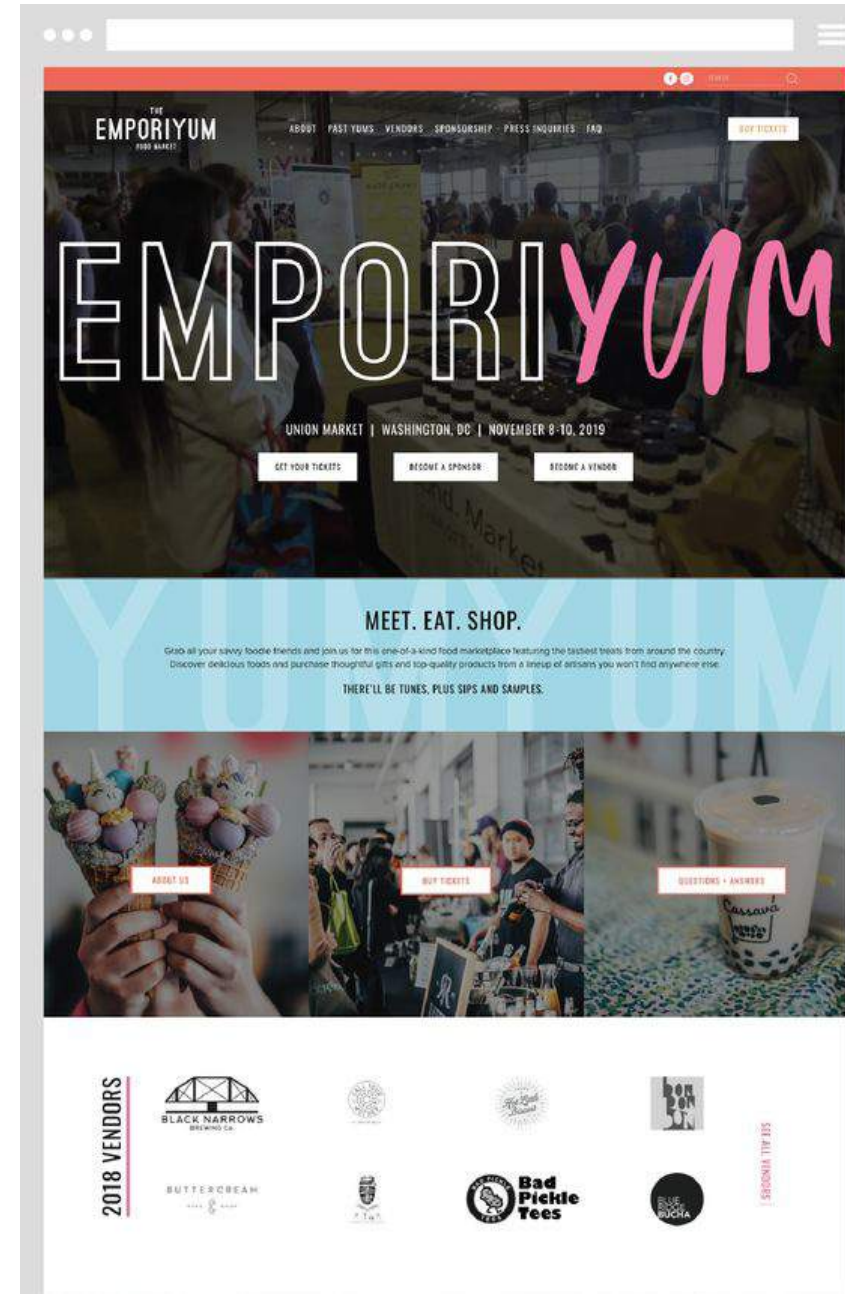
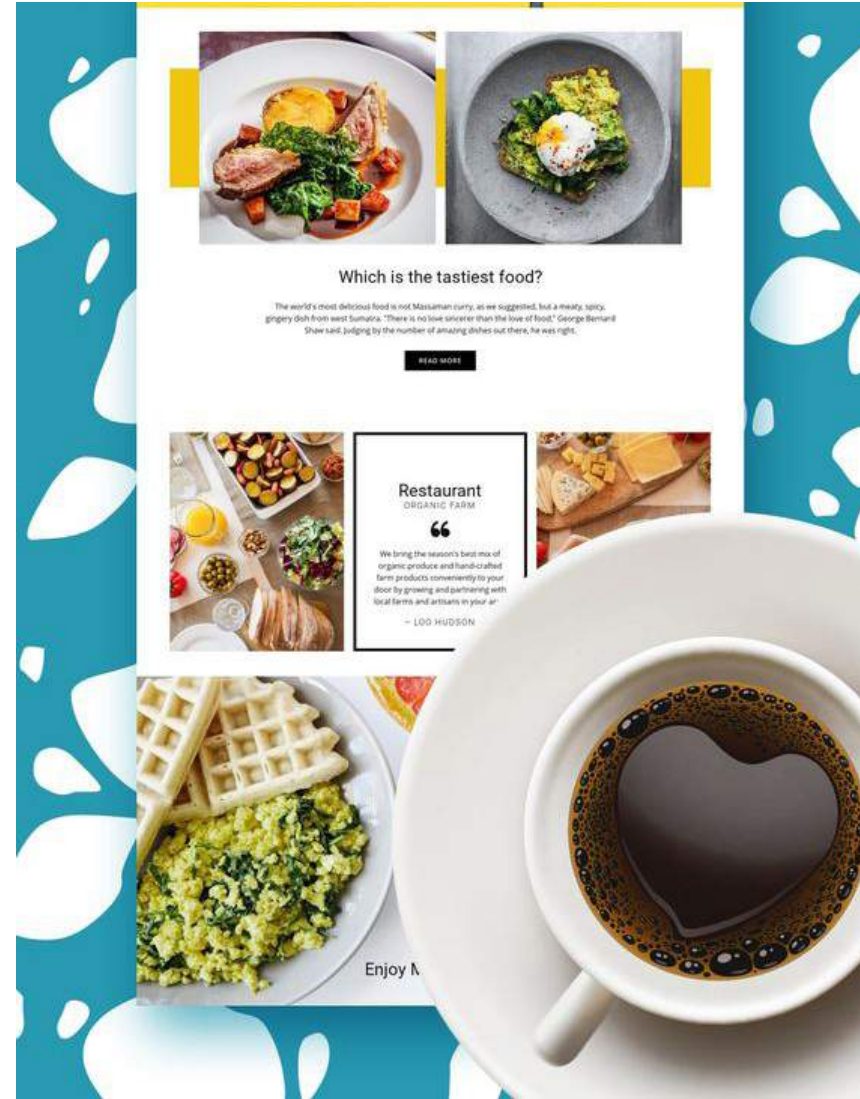
AS SEEN IN: The New York Times, Allure, Mashable

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First Name: [input] Last Name: [input]

Get Started Today







Home | Information | Album | About | RSVP |

17/03

# Festival KULINER NUSANTARA

RSVP

Festival Kuliner Nusantara adalah festival tahunan yang diadakan oleh Pemerintah Kota Jakarta sebagai ajang untuk melestarikan kuliner dan jajanan asli Nusantara.

## The Details

Sabtu, 16 Maret 2019 09:00 - 22:00 PM	Area Parkir Squash Gelora Bung Karno Jakarta
Minggu, 17 Maret 2019 08:00 - 22:00 PM	

ANY QUESTION ?

\*First Name \_\_\_\_\_

\*Last Name \_\_\_\_\_

Your Message \_\_\_\_\_

or contact us 123-456-7890

SEND

ADD YOUR DETAILS

\*First Name \_\_\_\_\_

\*Last Name \_\_\_\_\_

Email \_\_\_\_\_

RSVP

2023 | created with RESEPVASI DULU [create a site](#) [report](#)

HOME | ABOUT | WORK | INSP | CONTACT | JOURNAL

# ELLICOTT & Co

EST. 2016

## WELCOME

WE'RE ALL ABOUT THE LOVE

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## ABOUT

### THE ARTIST

DOCUMENTING THE MOMENTS IN BETWEEN

# WELCOME DAKOTA

A simple, keyword-rich statement about your business can go here, and maybe your tagline as well.

SCRIPSI TORRENT

HOME | ABOUT | PORTFOLIO | INFORMATION | CONTACT | BLOG | SHOP

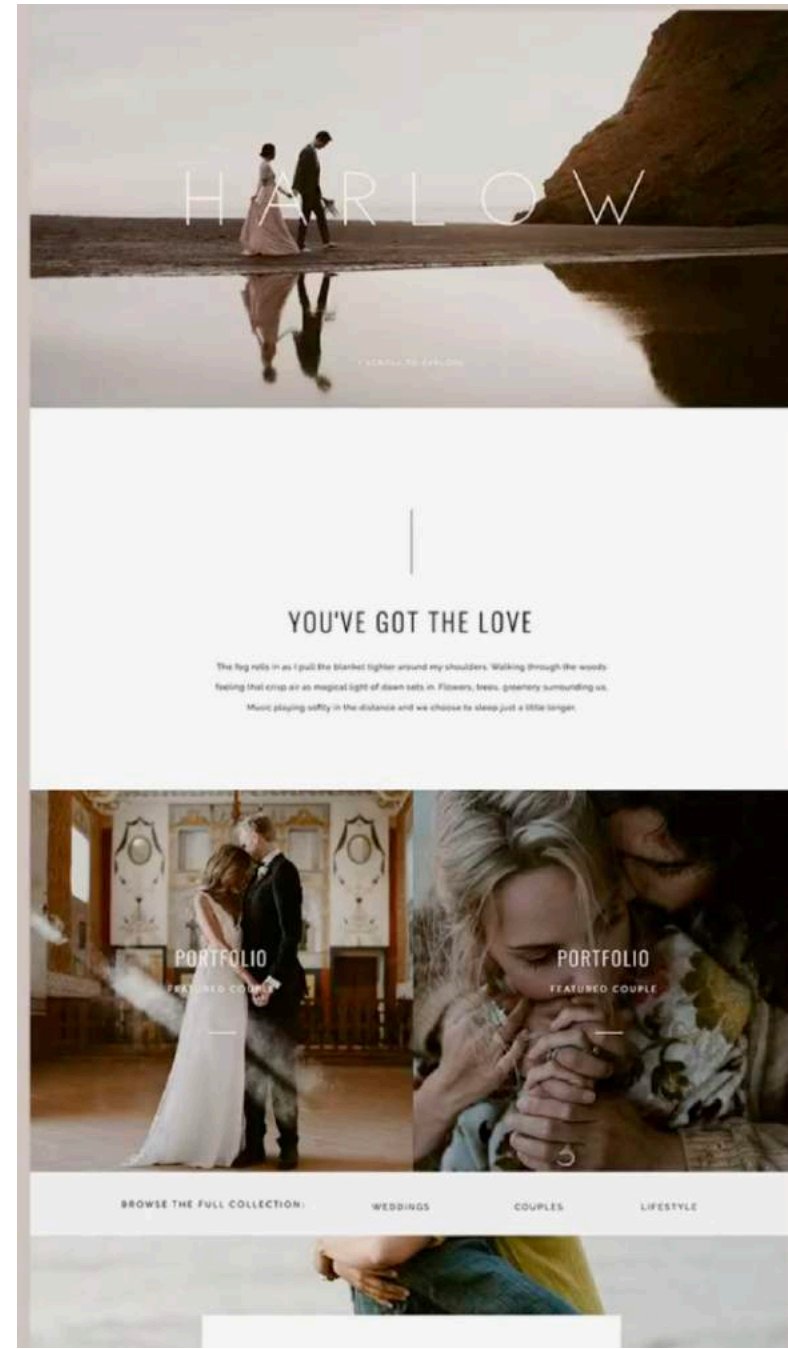
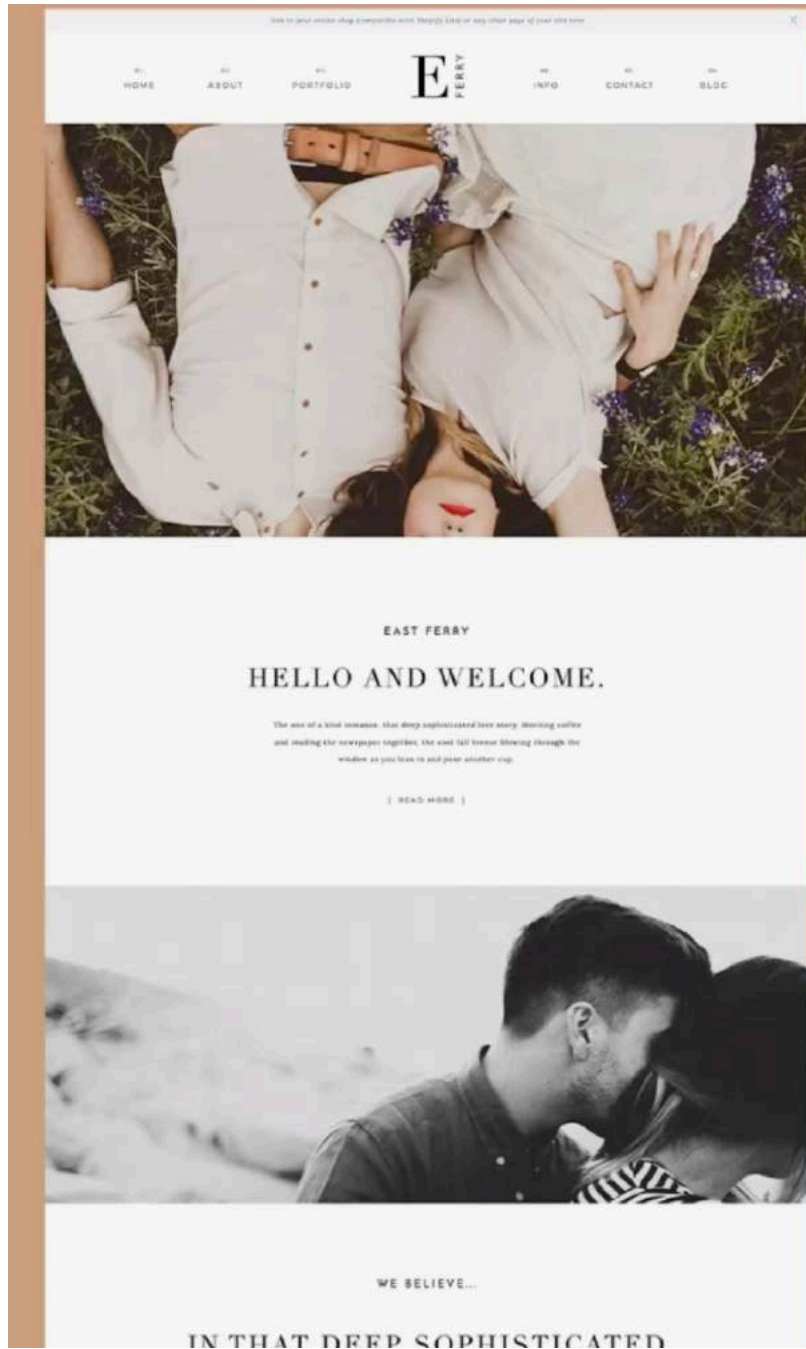
## Never forget the nights we felt alive, your hand in mine.

Walks on the beach, love letters and secret addresses. Clothing and chasing seascrafts while the sun sets behind the mountains and the snow falls gently in the river.

Your Hand In Mine

WE'RE NOT MARRIED ...





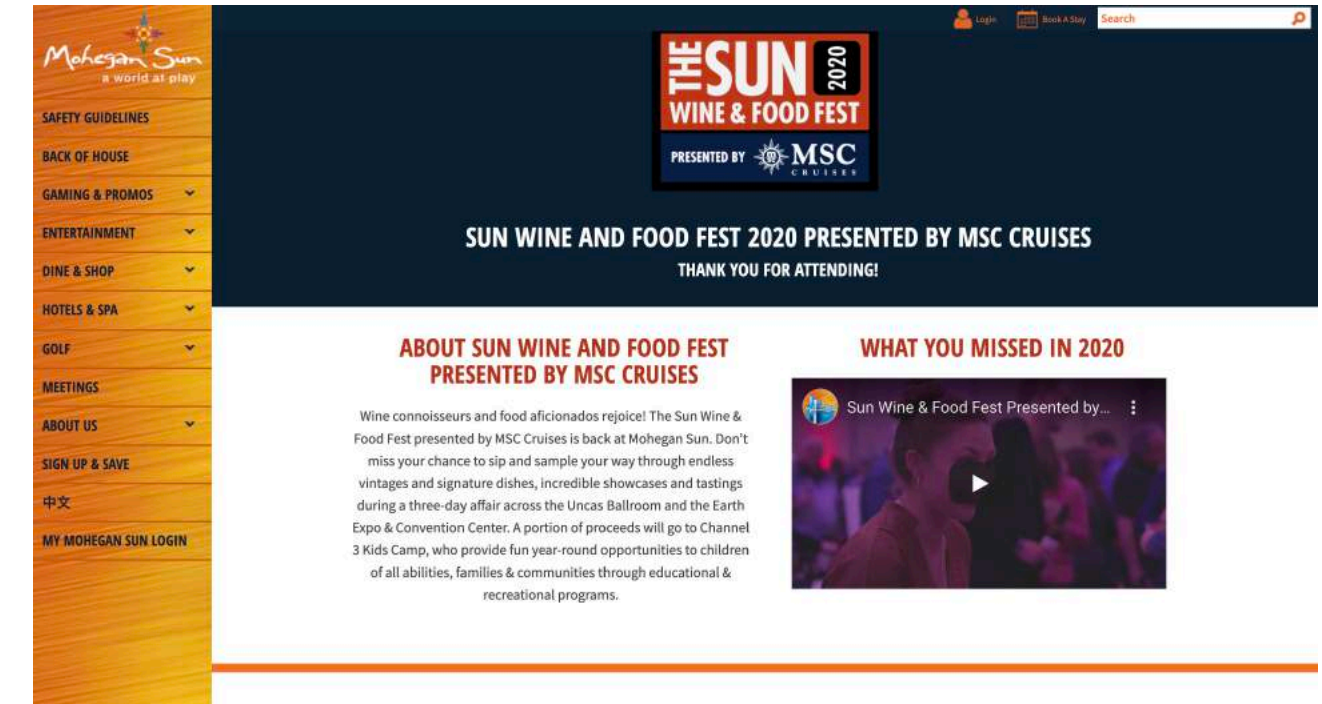
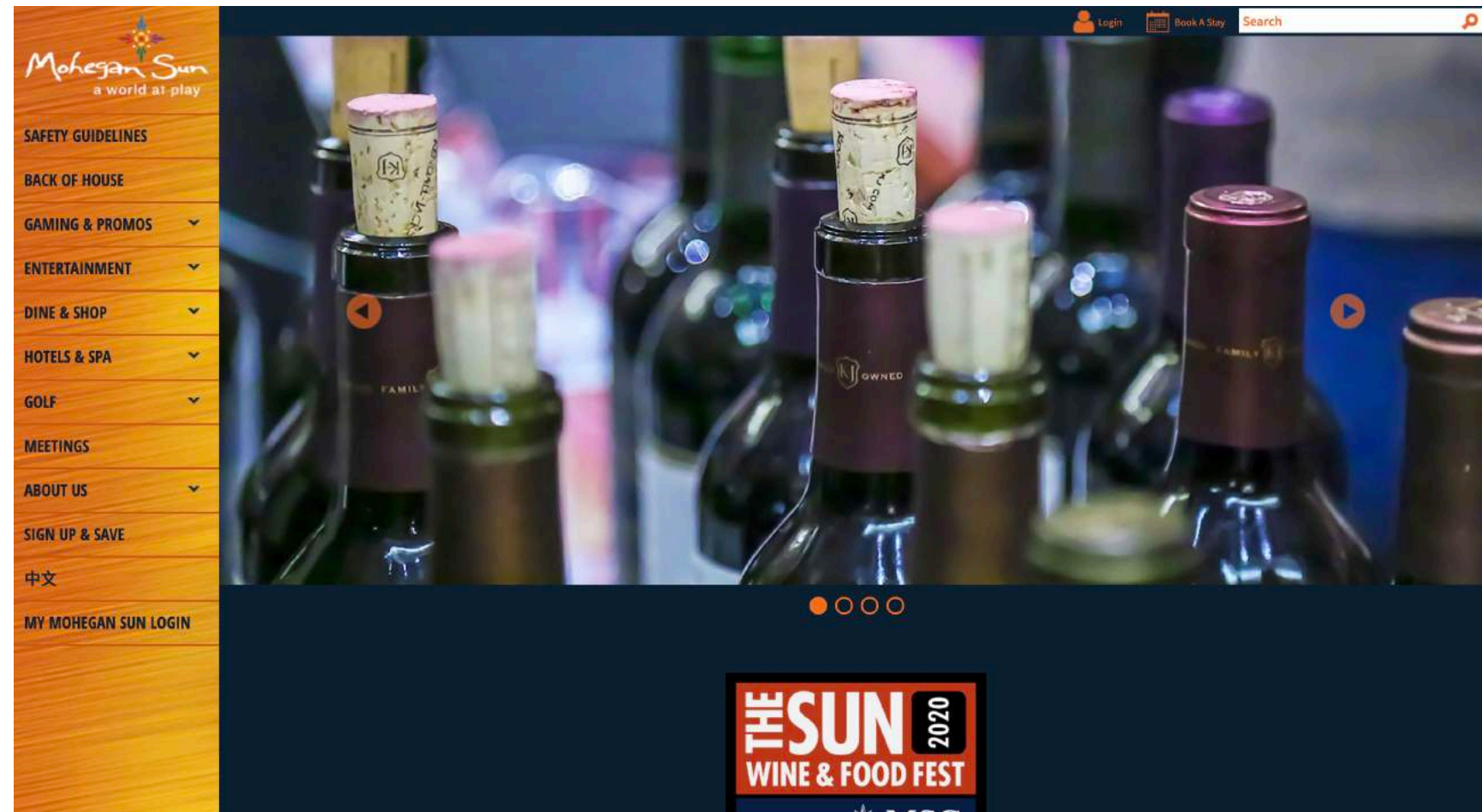
# Competitive Analysis

Conducting a competitive analysis allows us to get an idea for what our “competing” websites look like. Our aesthetics, and content will be held up to the standards of these sites.

In order to conduct this analysis, we went to google and searched up

things like “food festival” or “festivals supporting environmental change.” We were able to find a decent amount of websites to compare ours to. This allows us to get an idea for the direction our website should be going in.

# Mohegan Sun Wine and Food Festival





# Paragon Food Festival



[Home](#)
[Exhibitors](#)
[Sponsors](#)
[Contact](#)



## Schedule

<b>Sarasota Oktoberfest ....</b> [CANCELED] October 16-18, 2020 JD Hamel Park at Gulfstream and Main Street, Sarasota	<b>Rocktoberfest &amp; Halloween Extravaganza ....</b> [CANCELED] October 30 - November 1, 2020 Coachman Park, Clearwater	<b>Fort Myers Blues &amp; Jazz Festival: Part 1 ....</b> [CANCELED] November 21-23, 2020 Centennial Park, Fort Myers	<b>Siesta Beach Seafood &amp; Music Festival ....</b> [CANCELED] December 4-6, 2020 Siesta Key Pavilion, Siesta Key	<b>Coquina Beach Seafood &amp; Music Festival ....</b> [UNDER REVIEW] December 11-13, 2020 Coquina Beach, Bradenton Beach
<b>Fort Myers Seafood &amp; Music Festival ....</b> [UNDER REVIEW] January 8-10, 2021 The River District, downtown Fort Myers	<b>Sarasota Seafood &amp; Music Festival ....</b> [As of this moment, the EVENT IS CANCELED] January 15-17, 2021 JD Hamel Park at Gulfstream and Main Street, Sarasota	<b>Englewood Seafood &amp; Music Festival ....</b> [UNDER REVIEW] January 22-24, 2021 Dearborn Street Plaza, Englewood	<b>St. Petersburg Seafood &amp; Music Festival ....</b> [OPENED] January 29-31, 2021 Williams Park, St. Petersburg	<b>St. Petersburg Pier Festival ....</b> [OPENED] February 12-14, 2021 The Pier, St. Petersburg
<b>Boca Raton Seafood &amp; Music Festival ....</b> [CANCELED] February 12-14, 2021 Mizner Park, Boca Raton	<b>Punta Gorda Seafood &amp; Music Festival ....</b> [UNDER REVIEW] February 19-21, 2021 City Marketplace, Punta Gorda	<b>Englewood Crab &amp; Music Festival ...</b> [UNDER REVIEW] March 5-7, 2021 Dearborn Street Plazq, Englewood	<b>Sarasota St. Paddy's Festival ....</b> [UNDER REVIEW] March 12-14, 2021 JD Hamel Park at Gulfstream and Main Street, Sarasota	<b>Fort Myers Blues &amp; Jazz Festival ....</b> [UNDER REVIEW] March 19-21, 2021 Centennial Park, Fort Myers
<b>St. Petersburg Crab &amp; Music Festival ....</b> [OPENED] March 26-28, 2021	<b>Coquina Beach Festival ....</b> [UN] April 2-4.			

## Sponsors Past and Present



Expose Yourself...  
a picture is worth a thousand words!

- 187 Bands
- 340 Food Vendors
- 1535 Arts & Craft Vendors
- 285 Sponsors
- 6000+ Cases of Beer (project)



## Sponsorship Opportunities

### Title Sponsor

\$15,000

- Flexible Event Footprint
- Business logo and name prominently displayed in all newspaper print advertising, TV, Social Media, postcards and posters.

### Platinum Sponsor

\$10,000

- Event Footprint: 20 X 30
- Business logo and name prominently displayed in all newspaper print advertising, postcards and posters.

### Gold Sponsor

\$5000

- Event Footprint: 10 X 30

### Silver Sponsor

\$2500

- Event Footprint: 10 X 20


### Bronze Sponsor

\$1500





# Naples Winter Wine Festival

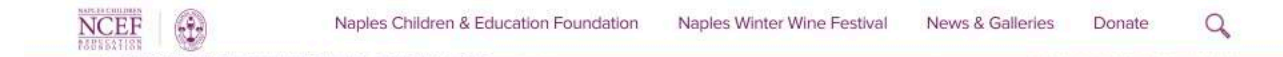


NAPLES CHILDREN & EDUCATION FOUNDATION  
Naples Children & Education Foundation  
Naples Winter Wine Festival  
News & Galleries  
Donate

THANK YOU

Over \$20 Million Raised in 2020

Over \$212 Million SINCE INCEPTION




NAPLES CHILDREN & EDUCATION FOUNDATION  
Naples Children & Education Foundation  
Naples Winter Wine Festival  
News & Galleries  
Donate

## Make A Difference Today

Naples Children & Education Foundation, founders of the Naples Winter Wine Festival, supports effective, disciplined charitable programs that significantly improve the physical, emotional and educational lives of underprivileged and at-risk children in Collier County, Florida.

MAKE A DONATION



NAPLES CHILDREN & EDUCATION FOUNDATION  
Naples Children & Education Foundation  
Naples Winter Wine Festival  
News & Galleries  
Donate



### 2020 Vintners

The 2020 Naples Winter Wine Festival featured more than 30 of the world's preeminent wineries.



### 2020 Chefs

The 2020 Naples Winter Wine Festival featured the culinary talents of 20 all-star celebrity chefs.

# NAPLES CHILDREN & EDUCATION FOUNDATION

The Naples Children & Education Foundation (NCEF) was established in 2000 with the vision of making a profound and sustaining difference in the lives of children in Collier County.

[ABOUT THE NCEF](#)

## Explore the Naples Children & Education Foundation

- Drawn Together
- 20th Anniversary
- Capital Campaign
- Foundation Trustees
- 7 Strategic Initiatives
- Grant Recipients
- Make a Donation
- Staff
- Study of Child Well Being
- Contact Us



Foundation Trustees



7 Strategic Initiatives



Grant Recipients



Make a Donation

CLOSE





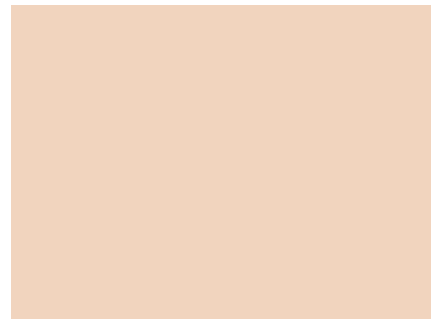
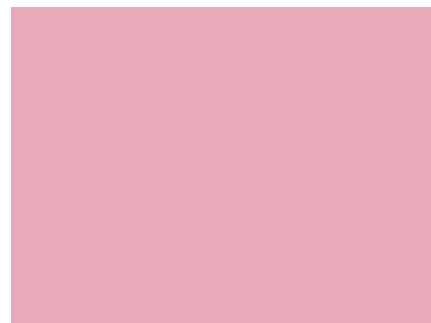
# Mood Board

A mood board consists of the aesthetics of the website. This helps us understand the foundation our website will be built upon. Using the visual research from pinterest, we found images with aesthetics we enjoyed. We also decided to look for colors that we want to include in the site.

The mood board takes careful planning, as it is the first thing we plan for our site.

The mood board can be taken in any direction and really allows freedom for creativity. Although making one may seem easy, there is a lot of planning that goes into it.







# Survey

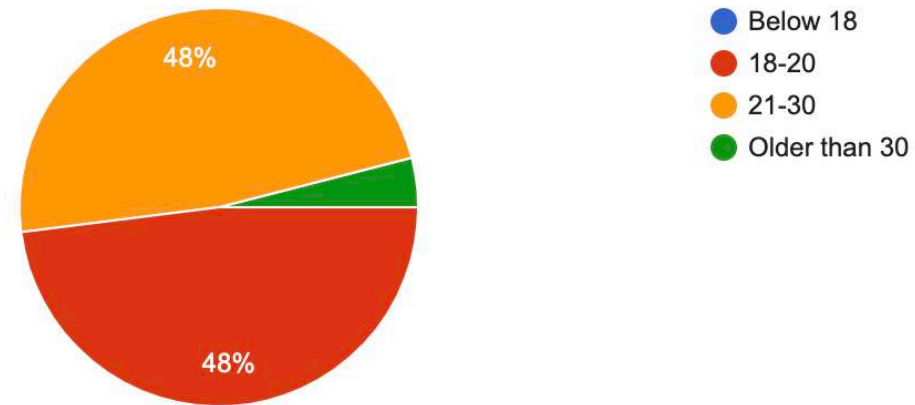
In order to get a feel for the types of users who will see our page, we created a user survey. This allows us to understand the content we may need in our website and what we can include to make it better and more understandable.

This also allows us to plan our

content around what the typical user might want to see. It also allows us to gather data about what to add. We can see and understand the preferences of the users and curate our website towards their needs and wants.

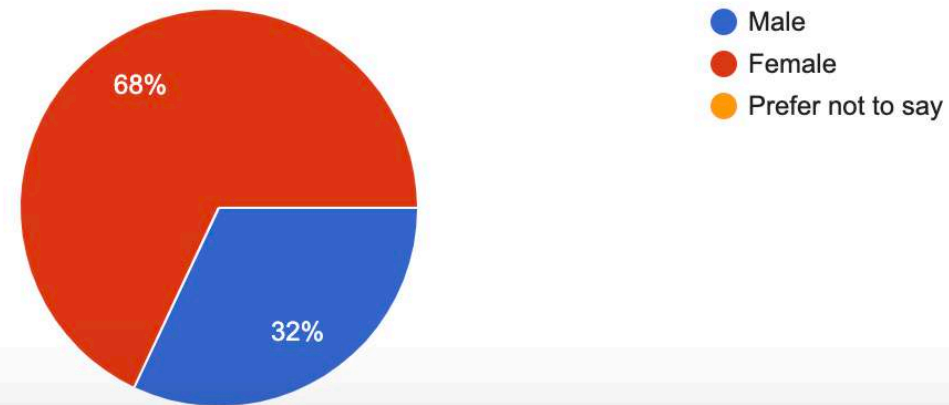
### How old are you?

25 responses



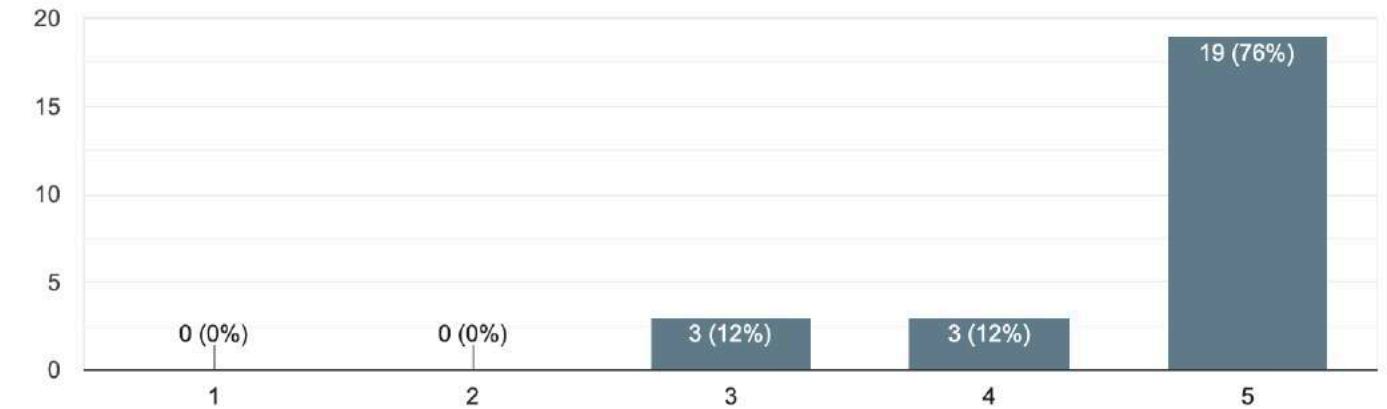
### What is your gender?

25 responses



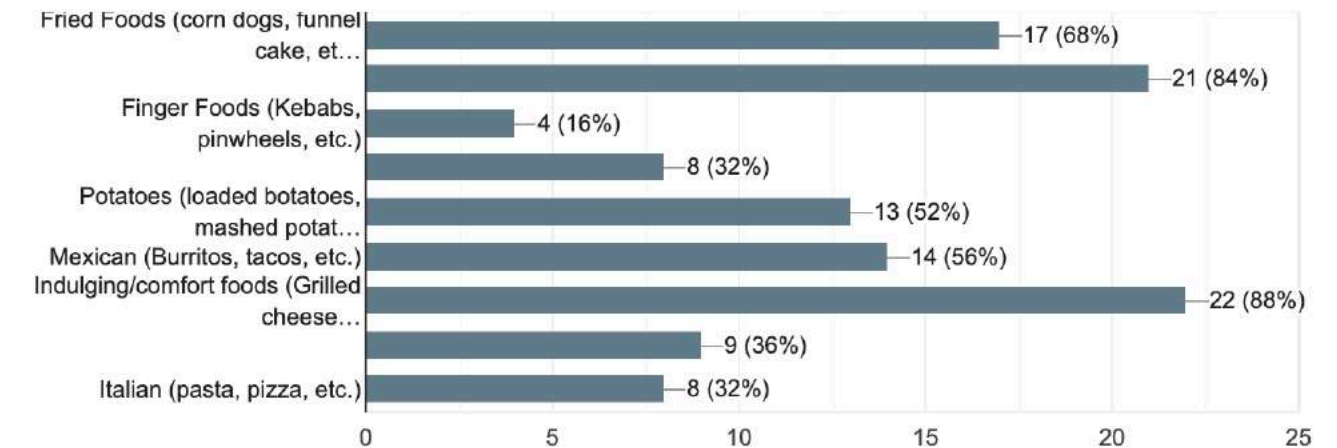
### On a scale of 1-5, how likely would you be interested in attending a food festival?

25 responses



### What types of food would you most likely want at a food festival? (choose no more than 5 options)

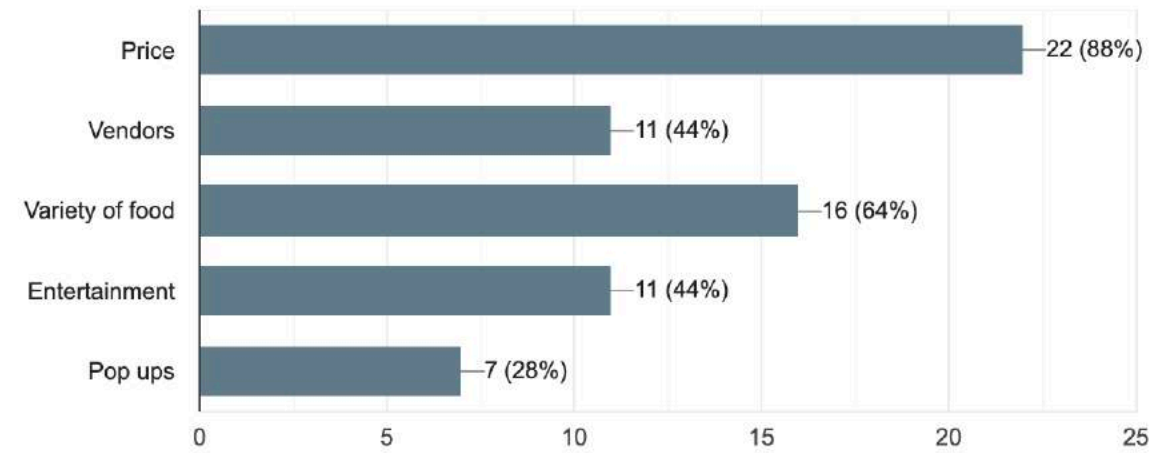
25 responses





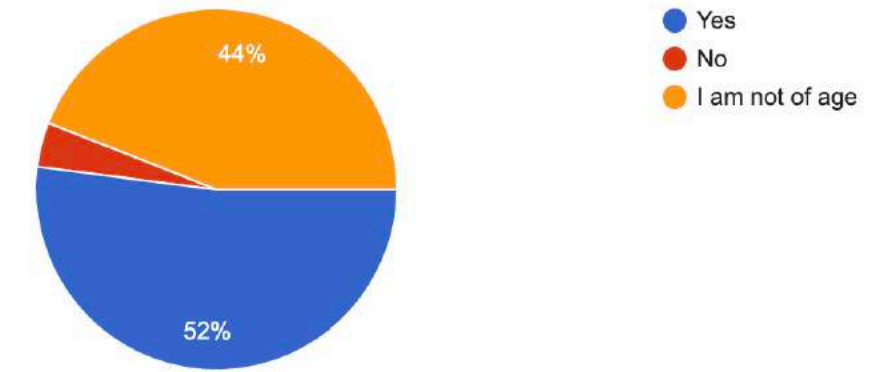
What do you look for when deciding to go to a Food Festival? (select all that apply)

25 responses



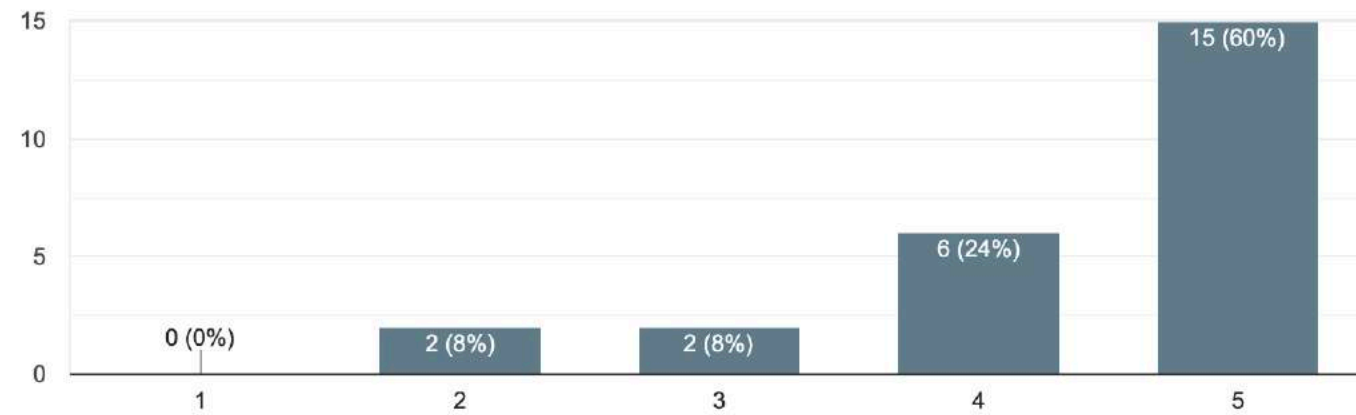
If you are of legal age, would you be interested in a beer and sangria garden?

25 responses



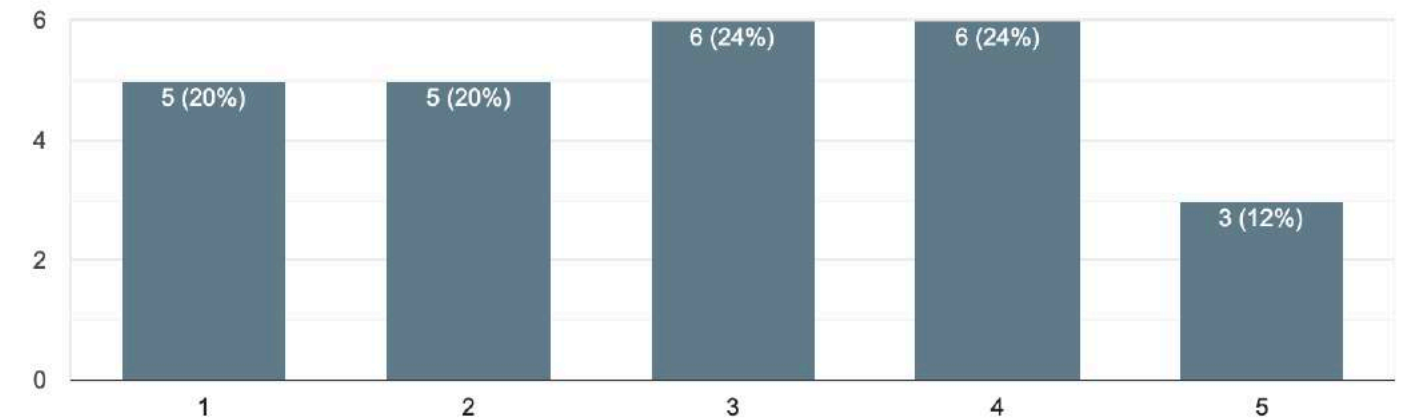
On a scale of 1-5, how do you feel about free entertainment (such as music) at a food festival?

25 responses



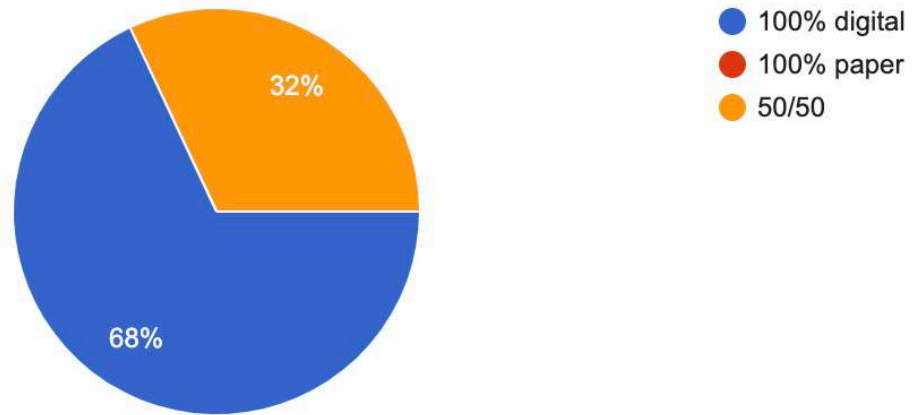
On a scale of 1-10, how do you feel about receiving weekly communication from the benefit to let you know about their upcoming events?

25 responses



Would you rather have the ticket system be 100% digital, 100% paper or 50/50?

25 responses



Besides when and where, are there any other details would you want to know before going?

7 responses

what is the benefit? will there be options for those with food restrictions? will there be anything besides food and music

No

Price to get in / if it is one price for admission or individual prices for each

sounds dope

If there is a mask requirement & relative prices

One price or pay per items

Nope



# Persona & Empathy Map

In order to make sense of the survey answers, we created personas and empathy maps based off of the results. These personas represent the different types of people that may be interested in attending our event. Their personality is curated towards our event and their bio is based off of the answers given in the survey.

An empathy map allows us to take these personas, and figure out

certain attributes of the person. It gives us a deeper look into who they are and allows us to see what they think, say, do, and feel.

This way, we can understand and prioritize their most important needs. With this information, we can also remove any bias from our designs and focus it around what the user wants to see, not us.

# Joseph Gonzalez

Photographer

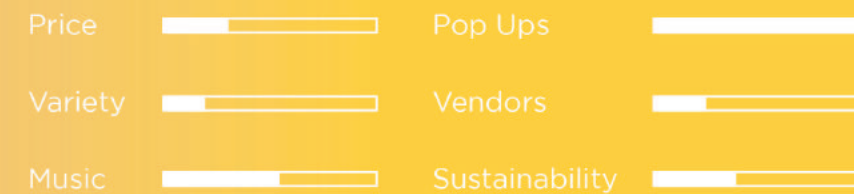
**Age:** 26

**Location:** New York

**Bio:** Joseph loves to learn about new things and keep himself updated on current topics. Recently, he has been researching about the environment and wants to find out way to help combat climate change.

He loves comfort foods and enjoys staying on top of his schedule and getting weekly updates from big events he would attend. As a photographer, he has learned it's always good to do things 50% digitally and 50% on paper just in case something happens to one of them.

## Event Concerns:

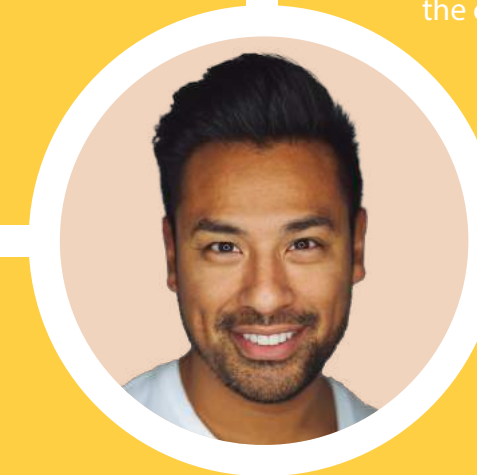


## Says:

- I want weekly communication to stay updated on what's going on
- I want the ticket system to be 50% digital and 50% paper just in case something doesn't load on my phone
- Entertainment will make this more exciting

## Thinks:

- This would be fun to do with my friends
- I love comfort foods
- What pop ups will there be for the cause



## Does:

- Checks email
- Only goes for one type of food
- Tries to discover new music

## Feels:

- Curious: What entertainment is provided, and what else is there besides food
- Excited: the sustainable aspect is so fun



# Prince Akachi

## Interior Designer

**Age:** 22

**Location:** New Jersey

**Bio:** Prince enjoys going to events with her friends. She especially loves trying new foods and listening to new music. The only thing she worries about is the amount of waste produced from events.

As a busy designer, she doesn't enjoy a lot of emails filling up her inbox as they tend to get lost. She has also learned in her field that having things 100% digital is much more convenient and preferred.

### Event Concerns:



### Says:

- I don't want weekly communication, as it would fill up my inbox
- I want the ticket system to be 100% digital so it's more convenient for me
- I want entertainment

### Thinks:

- Will the music be live or DJ'd?
- What food will be available?
- I love all types of food



### Does:

- Checks website
- Looks at all options for food
- Goes to many food festivals

### Feels:

- Worried: about price and how much they would have to pay
- Overwhelmed
- Happy: that there will be no waste

# Zoe Fernandez

Student

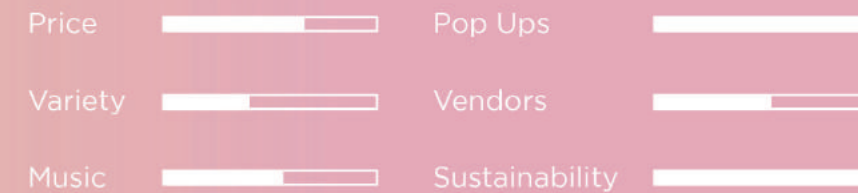
**Age:** 19

**Location:** Connecticut

**Bio:** Zoe is an environmentalist who constantly donates to causes that help combat climate change. She also attends events that support the cause as well.

She likes the idea of being in touch with events, but not so much that she gets bombarded with emails. As a student, she knows that it's always nice to have things both digitally and on paper to be safe.

## Event Concerns:



## Says:

- I want communication maybe every other week so that I can stay updated, but don't get bombarded with emails
- I want the ticket system to be 50/50 just in case something happens to one form of the ticket
- I love that this benefit supports the environment

## Thinks:

- Will there be any fun drinks for those under age?
- How much money will I be paying?
- How much plastic will be wasted?



## Does:

- Checks email
- Goes to festivals when food is available for those with dietary restrictions
- Looks for new foods to eat

## Feels:

- Concerned: Will there be food options for people with dietary restrictions
- Nervous: what sustainable options will there be

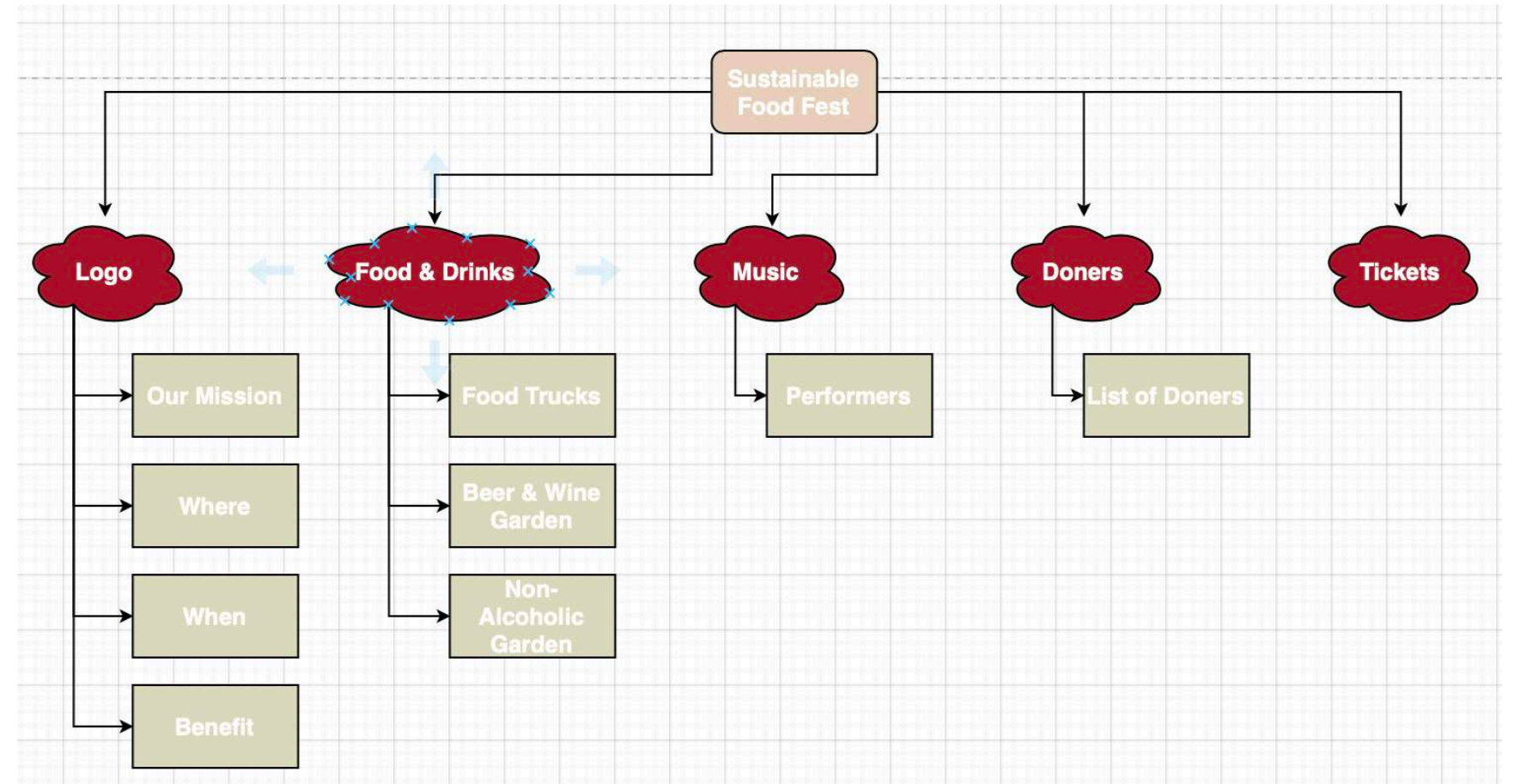


# Information Architecture

For the first step in building our website, we created an information architecture. This allows us to understand how we will lay out our website, and what we will be including in each tab.

Our tabs will include the home page, which includes our mission and the general details of our event. We will then have a page for our food and

drinks which explains the vendors for the food trucks, for the beer and wine garden, and the non alcoholic drink garden. Our third tab is for the music and the singers that will be joining us. And finally we will have a donate tab that links to the page where people can help support the cause. We will also include names of top donors here.





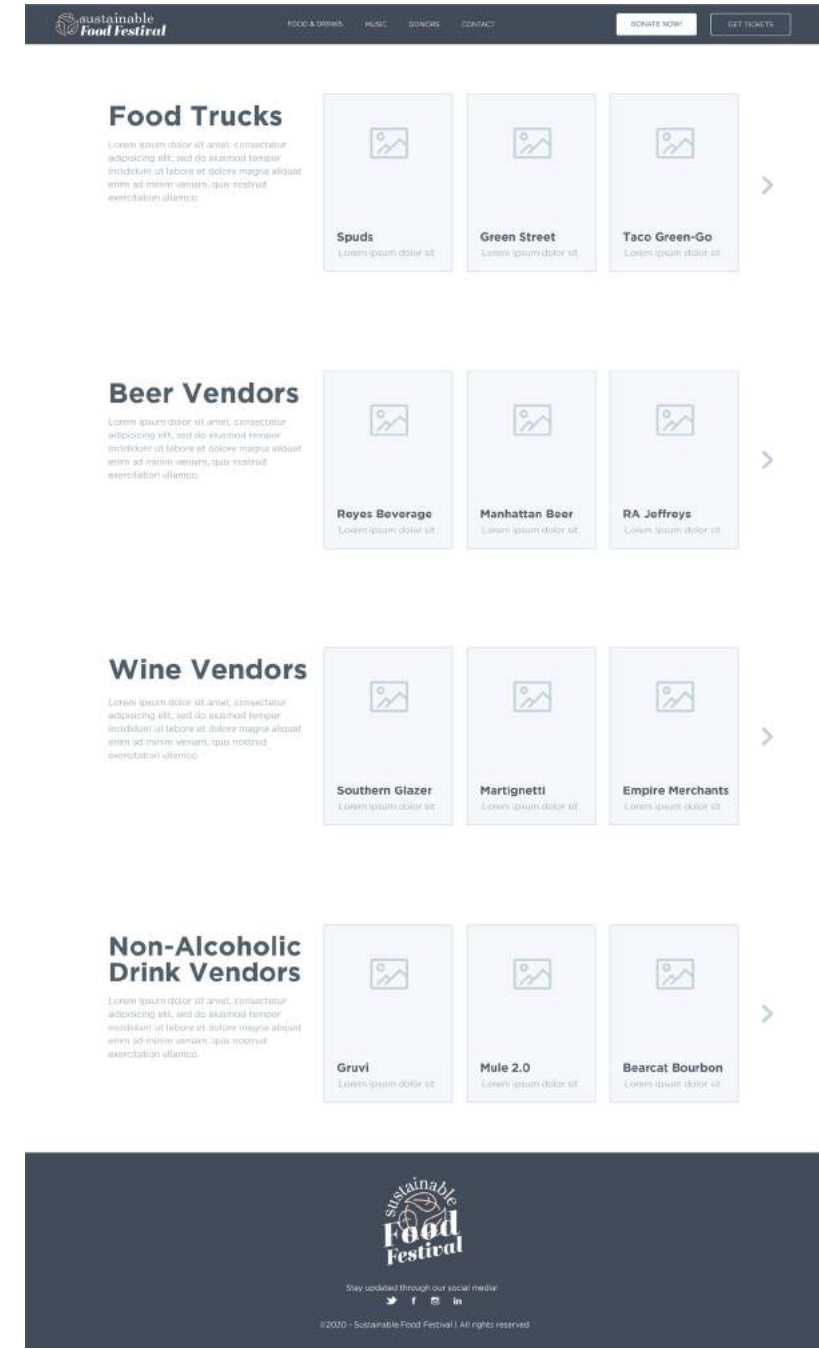
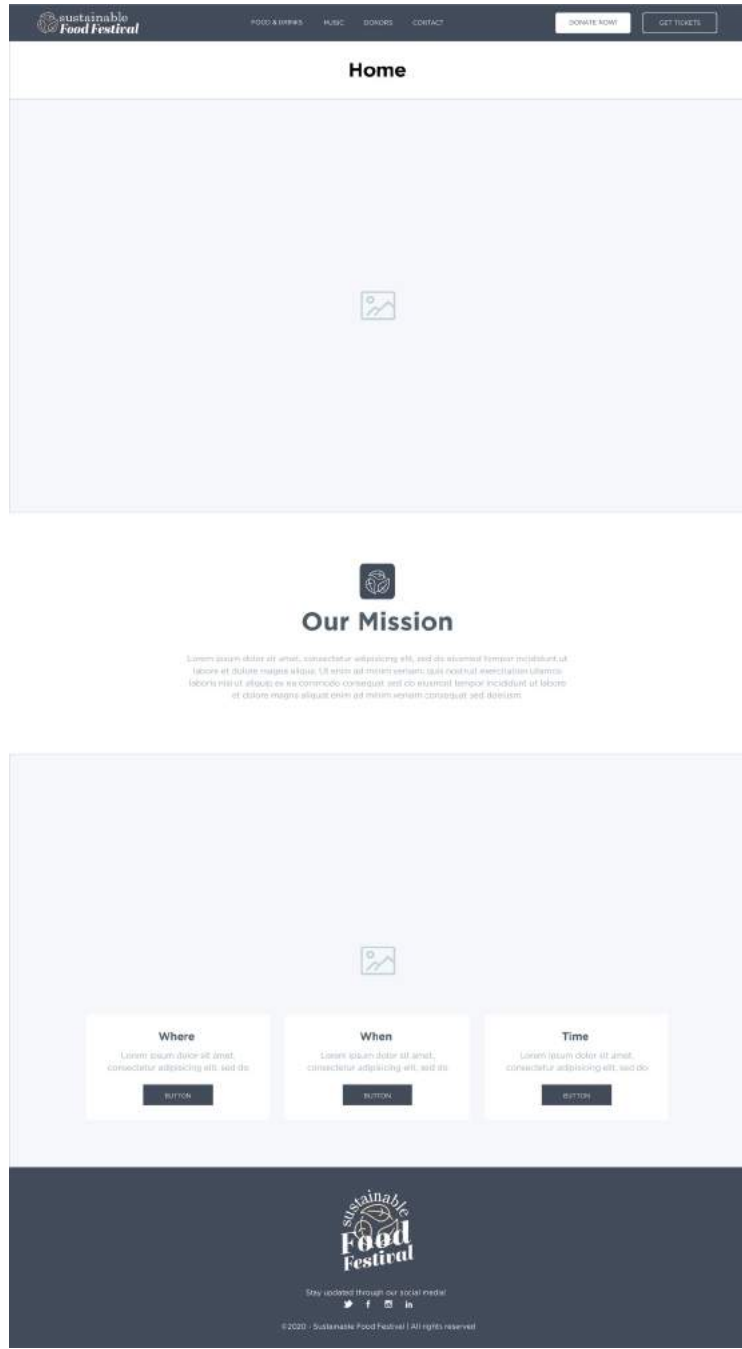
# Wireframes

In order to start building the website, we create wireframes. These wireframes give us an idea of how we want to lay out our comps. It's a good way to put our design onto paper without having to actually design the entire thing.

Here, we don't have to worry about colors, information, fonts, and design elements. It is a very basic

structure that allows us to envision our website.

Trying to come up with the aesthetics and the layout of a website at the same time is difficult. The wireframe gives us a good in-between step to help us understand our content before we combine it with visuals.





### Singers



**Kane Brown**

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**John Bellion**

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**Khalid**

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**Milky Chance**

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**Tame Impala**

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**Earthgang**

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Stay updated through our social media!



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### Donate to this Great Cause!

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DONATE

### Thank you to this year's Donors & Sponsors!

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Stay updated through our social media!



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## Contact us

We'd love to hear from you

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 385 Noah Place Suite 878

 877-255-7945

 info@form.com



Stay updated through our social media!



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## Our Prices

Your information is secure and encrypted, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliquat enim ad minim.

### General Admission

Buy Online

**\$15**

Buy In Person

**\$20**

Includes:

Food Trucks ONLY

Feature #3

Feature #4

BUY NOW

### Silver Admission

Buy Online

**\$30**

Buy In Person

**\$35**

Includes:

Food Trucks

One Drink Garden  
(alcoholic OR non-alcoholic)

BUY NOW

### Gold Admission

Buy Online

**\$45**

Buy In Person

**\$50**

Includes:

Food Trucks

Beer and Wine Garden  
(alcoholic)

Non-Alcoholic Garden

BUY NOW



Stay updated through our social media!



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# Type Studies

Another step in creating our brand book, is by determining the typeface we want to use in our website. We know that we want our headings or logo to be a fun handwritten typeface, but we have to look for a secondary one. One that we will use throughout our body copy. This is an important part in figuring out our brand.

Picking out a type face allows our website to be consistent and lets us see what works best with the aesthetics of our website.

To do a type study, we create a list of typefaces that would work best with a portion of our text. We keep testing them out until we find one that we like and believe works best with our other components.

Avenir

SUSTAINABLE  
sustainable  
Sustainable

The goal of our food festival is to help raise money towards an environmental cause.

THE GOAL OF OUR FOOD FESTIVAL IS TO HELP RAISE MONEY TOWARDS AN ENVIRONMENTAL CAUSE.

abcdefghijklmnopqrstu-  
vwxyz  
ABCDEFGHIJKLM-  
NOPQRSTUVWXYZ  
0123456789  
Avenir Book 12pt

abcdefghijklmnopqrstu-  
vwxyz  
ABCDEFGHIJKLM-  
NOPQRSTUVWXYZ  
0123456789  
Avenir Light 12pt

**abcdefghijklmnopqrstu-  
vwxyz  
ABCDEFGHIJKLM-  
NOPQRSTUVWXYZ  
0123456789  
Avenir Heavy 12pt**

Gotham

SUSTAINABLE  
sustainable  
Sustainable

The goal of our food festival is to help raise money towards an environmental cause.

THE GOAL OF OUR FOOD FESTIVAL IS TO HELP RAISE MONEY TOWARDS AN ENVIRONMENTAL CAUSE.

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0123456789  
Gotham Book 12pt

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ABCDEFGHIJKLM-  
NOPQRSTUVWXYZ  
0123456789  
Gotham Light 12pt

**abcdefghijklmnopqrstu-  
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NOPQRSTUVWXYZ  
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Gotham Bold 12pt**

Greycliffe

SUSTAINABLE  
sustainable  
Sustainable

The goal of our food festival is to help raise money towards an environmental cause.

THE GOAL OF OUR FOOD FESTIVAL IS TO HELP RAISE MONEY TOWARDS AN ENVIRONMENTAL CAUSE.

abcdefghijklmnopqrstu-  
vwxyz  
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Greycliffe Regular 12pt

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0123456789  
Greycliffe Light 12pt

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ABCDEFGHIJKLMN-  
OPQRSTUVWXYZ  
0123456789  
Greycliffe Heavy 12pt

Airbnb Cereal App

SUSTAINABLE  
sustainable  
Sustainable

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Airbnb Cereal App Book 12pt

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NOPQRSTUVWXYZ  
0123456789  
Airbnb Cereal App Light 12pt

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ABCDEFGHIJKLM-  
NOPQRSTUVWXYZ  
0123456789  
Airbnb Cereal App Black 12pt

Century

SUSTAINABLE  
sustainable  
Sustainable

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NOPQRSTUVWXYZ  
0123456789  
Century Bold 12pt

Chronicle Display

SUSTAINABLE  
sustainable  
Sustainable

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0123456789  
Chronicle Display Roman 12pt

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vwxyz  
ABCDEFGHIJKLM-  
NOPQRSTUVWXYZ  
0123456789  
Chronicle Display Semibold 12pt

abcdefghijklmnopqrstu-  
vwxyz  
ABCDEFGHIJKLM-  
NOPQRSTUVWXYZ  
0123456789  
Chronicle Display Black 12pt

Baskerville

SUSTAINABLE  
sustainable  
Sustainable

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Baskerville Regular 12pt

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NOPQRSTUVWXYZ  
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Baskerville Semibold 12pt**

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ABCDEFGHIJKLM-  
NOPQRSTUVWXYZ  
0123456789  
Baskerville Bold 12pt**

Garamond

SUSTAINABLE  
sustainable  
Sustainable

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0123456789  
Garamond Semibold 12pt

**abcdefghijklmnopqrstu-  
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NOPQRSTUVWXYZ  
0123456789  
Garamond Bold 12pt**



Bello Script 61pt

Food Festival

Beloved Regular 87pt

Food Festival

Abril Fatface Italic 50pt

*Food Festival*

Bodoni 72 Book Italic 62pt

*Food Festival*

Romantic Chicago Regular 57pt

Food Festival

Gotham Ultra Italic 45pt

Food Festival

# Logo Sketches

In order to finish up the brand book of our website, we create a logo. First, we start off by creating rough logo sketches to determine the direction we want to go in, in terms of the design aspect. We also begin seeing how our logo would work with different colors and typefaces.

Creating logo sketches is the step right before determining our final logos. For our logo sketches, we tried different festival names, and tried to

come up with icons that match our event.

If we go with “Feast Coast Fest” we wanted to focus on something that is prominent in terms of location. Frank Sinatra Park is famous for its skyline so we would try to incorporate that. If we went with “Sustainable Food Festival” we would try to incorporate icons of sustainability and being eco friendly.



Feast coast fest  
↳ location's city aspect

FEAS  
COAS  
FES



Sustainable food festival  
↳ eco-friendly aspect

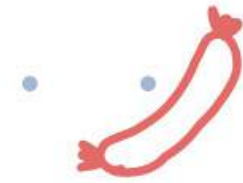
Sustainable  
food  
festival

sustainable  
FOOD  
festival



sustainable  
FOOD  
festival

\* have icons of  
food all around  
the logo



Sustainable  
FOOD  
festival



# Final Logo

After looking at our logo sketches and seeing our potential ideas, we came up with a final logo. This logo incorporates the typeface we want and the colors we decided on using.

For our final logo idea, we decided to stick with the “Sustainable Food Festival” title. We really wanted our message to be known. In order to resemble the sustainable aspect, we included three leaves that stand for sustainable materials. These are

the materials we will be using when handing out the food to the people at the festival. I used Abril Fatface Italic for the “food Festival” words to put more emphasis on it and give it a fun look. I then used Chronicle Display for “sustainable” to introduce the secondary text and emphasize it a little less. I then added the leaves in the middle and allowed the word “sustainable” to curve around it in a half circle.



# Sustainable Food Festival



# Brand Guideline

With all my aesthetics decided, I went ahead to create a brand guideline. This includes all the components that make up the design of my website. The logo, icons, colors, and typeface. The brand guideline is a simple way to get everything together in one spot.

Brand guidelines are important, especially when you work in groups. If there are multiple people working on a project, it's a good way to make sure everyone is using the same elements because you want consistency in your projects.

## Logo



## Icon



## Colors



C: 8% R: 233  
M: 17% G: 209  
Y: 26% B: 186  
K: 0%

C: 23% R: 170  
M: 100% G: 30  
Y: 88% B: 46  
K: 15%

C: 15% R: 217  
M: 8% G: 219  
Y: 29% B: 188  
K: 0%

## Typefaces

### Century

Regular

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

Aa

Body Text

### Abril Fatface

Italic

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

Aa

Header

### Gotham

Book, Bold, Black

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

Aa

Header



# Comps

With our research and our brand identity done, we can finally begin on constructing our website. By following our wireframes and aesthetics, we created comps based on what our website would look like. We have to design every page before bringing it into Invision and making it a live site.

Making the comps is where we

can really be creative. However, we have to make sure we keep in mind the user so that they have the best experience possible. We need to make sure we include all the information they would need and also make sure they can interact with it properly. Our other focus is the design aesthetics so that it instantly catches the eyes of the user.

# Version #1



## Our Mission

The goal of our food festival is to help raise money towards an environmental cause. The subject of detrimental environmental change has been receiving much attention in the media as the Earth we live on everyday is nearing a climate emergency that can not be reversed. This could alter the human existence and seriously change the world we live in for the worse. All the money we raise will be donated to the Environmental Defense Fund, whose mission is to preserve the natural systems on which all life depends. All our food trucks and stands will be using sustainable materials that are 100% recyclable or compostable. There will be booths that talk about ways YOU can help the planet, too. We hope to bring back our world to a safe environment for both humans and animals to dwell upon.



Stay updated through our social media



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# Version #2



## Where

Frank Sinatra Park  
Hoboken, NJ

## When

May 22, 2021  
11 A.M. - 5 P.M.

## Benefit

Environmental  
Defense Club



## Our Mission

The goal of our food festival is to help raise money towards an environmental cause. The subject of detrimental environmental change has been receiving much attention in the media as the Earth we live on everyday is nearing a climate emergency that can not be reversed. This could alter the human existence and seriously change the world we live in for the worse. All the money we raise will be donated to the Environmental Defense Fund, whose mission is to preserve the natural systems on which all life depends. All our food trucks and stands will be using sustainable materials that are 100% recyclable or compostable. There will be booths that talk about ways YOU can help the planet, too. We hope to bring back our world to a safe environment for both humans and animals to dwell upon.



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# Final Version



## Where

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Hoboken, NJ

## When

May 22, 2021  
11 A.M. - 5 P.M.

## Benefit

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Defense Club



## Our Mission

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Check out some pictures from our past events!



Stay updated through our social media



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# Version #1



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# Final Version



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### Food Trucks

Come out and enjoy our wonderful food trucks! We have a wide variety of food ranging from comfort foods to delectable dishes. All of your food will come in eco friendly packaging so you don't have to worry about waste! Remember to recycle and help out our environment. We can make the world a cleaner and safer place to live in one step at a time.



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### Beer Vendors

We've chosen a handful of beer vendors who we believe will appeal to your taste. Come join us to have a refreshing drink with all your food. We have chosen those who have made it to the top 30 list of beer vendors via Harry Schumacher and Beer Business Daily.



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### Wine Vendors

Come down to our wine garden to cleanse your palate with some fruity wines. We have a wide selection of vendors who we know will feed your taste buds. If you want to wind down with your friends or just have some drinks, come join us!



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### Non-Alcoholic Drink Vendors

If you're under 21 and can't enjoy our beer and wine garden, come join us to have some fun, delicious virgin drinks! Even if you're over 21 and just want to try something new, come and check us out. We will have vendors who know exactly what will hit the spot. We have chosen these vendors, but if you want a custom drink we have skilled bartenders on hand who will gladly make you something!



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### Singers



**Earthgang** | 11A.M.-12P.M.  
Hip Hop, Funk, Soul Music  
Hip Hop Duo

**Jon Bellion** | 12P.M.-1P.M.  
Hip Hop, Contemporary R&B,  
Pop, Indie  
American Singer

**Kane Brown** | 1P.M.-2P.M.  
Country, Pop, Country Pop,  
Contemporary R&B  
American Singer



**Khalid** | 2P.M.-3P.M.  
Contemporary R&B, Pop  
American Singer- songwriter

**Milky Chance** | 3P.M.-4P.M.  
Alternative Rock, Reggae,  
Independent, Electronic, Folk  
Band

**Tame Impala** | 4P.M.-5P.M.  
Psychedelic Pop & Rock,  
Sizoo, Neo-Psychedelia,  
Synth-Pop, Record Producer



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## Donate to this Great Cause!

*About the Environmental Defense Fund*

Your donations will be sent to the Environmental Defense Fund. Your gift will unlock matching funds to help stabilize the climate and create a safer, healthier and more prosperous future for all. Join the other 2.5 million people to help our planet. This cause will work to solve the most critical environmental problems facing the planet, including areas that span the biosphere: climate, oceans, ecosystems and health. Here's what the cause has to say:

*"When we bring the right problem-solvers together, we see the challenges more clearly. With that know-how and insight, we take action in ways that endure. Together, we solved acid rain in the U.S. Now we're tackling climate pollution, reviving fish populations and more around the world. Team up with us. Let's create a better future."*

## Thank you to this year's Donors & Sponsors!

- |                    |                   |                 |
|--------------------|-------------------|-----------------|
| Kasey Barton       | Corinne Hummer    | Dorothy Coury   |
| Golden Prager      | Flonnie Amos      | Kaci Ruher      |
| Sergio Tompkins    | Gemma Millan      | Sherril Heineck |
| Lyle Burden        | Louise Aldrich    | Amel Herder     |
| Lois Boon          | Mirella Kettner   | Colby Mowlish   |
| Latina Mullins     | September Marazzo | Quinn Brodeen   |
| Liz Brickey        | Myriam Paythress  | Elvin Langwin   |
| Roxana Hildebrandt | Evelynn Greb      | Benny Durgan    |
| Awilda Simkins     | Ida Dryer         | Jeanette Bevans |
| Maxine Sandlin     | Armida Rollings   | Sophia Brackett |



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## Our Prices

Come down and enjoy some food, music, and drinks! You can buy a ticket here, or at the door on the day of the event. All ticket prices include live entertainment.

<p><b>General Admission</b></p> <p>Buy Online <b>\$15</b></p> <p>Buy In Person <b>\$20</b></p> <p>Includes: Food Trucks ONLY</p> <p><a href="#">BUY NOW</a></p>	<p><b>Silver Admission</b></p> <p>Buy Online <b>\$30</b></p> <p>Buy In Person <b>\$35</b></p> <p>Includes: Food Trucks One Drink Garden (alcoholic OR non-alcoholic)</p> <p><a href="#">BUY NOW</a></p>	<p><b>Gold Admission</b></p> <p>Buy Online <b>\$45</b></p> <p>Buy In Person <b>\$50</b></p> <p>Includes: Food Trucks Beer and Wine Garden (alcoholic) Non-Alcoholic Garden</p> <p><a href="#">BUY NOW</a></p>
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## Contact Us

### We'd love to hear from you

Have any questions? You can either contact us directly or leave your email and a message and we'll get back to you.

123 Enders Road Suite 456

888-222-4444

sustainable@foodfest.com



[SUBMIT](#)



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# Live Site

After completing our comps, we took the finished products and imported them into Invision. This app allows us to take our design and instantly turn it into a website by importing the files.

After importing each of the

files into Invision, we have to create hotspots to make the website interactive and clickable. This is what makes it a real website. Once we finish this, we turn our creation into a live site and that's it!

<https://invis.io/S7ZHJ2RU9BX>

