



PSFF 2019

FESTIVAL PROPOSAL

PSFF 2019



In this third consecutive year, the Penang Street Food Festival (PSFF 2019) are captivate to bring back the same old nostalgic taste to everyone around the world. Penangites are lucky, owning the wealth of the most authentic street food, we come home to the best asam laksa while left home carrying the taste that are incomparable with no where else; making us a picky eater out of Penang, the eating culture in Penang are undoubtedly, one of a kind... In the Street Food Festival of 2019, we aimed in extending the norms, spreading the perks of street food in continuity while excavate the unexplored hidden gems and the hawker heroes while eventually made the Festival home to the street food, hawkers, and eaters... and there goes our theme of the year- **EAT LIKE A LOCAL.**

CHAPTER 1

FESTIVAL OVERVIEW

Event:

Penang Street Food Festival

Date:

23 & 24 November

Time:

5pm - 11pm

Venue:

Beach Street, Penang

Target Crowd:

150,000

Objectives

1. To enhance the visibility of tourism in Penang.
2. To raise the growth of street food scenery in Penang.
3. To mushroom the culture of local eating in Penang.
4. Distinctive platform for the role players in street food to showcase their skills and product.
5. To promote Penang as a food paradise.

CHAPTER 2

VENUE COORDINATION



CHAPTER 3

FESTIVAL HIGHLIGHTS



Largest Authentic Street Food Festival in Penang

120 variety of street food stalls, one station for all



Hawker Heroes

More hidden gems to be explored

CHAPTER 3

FESTIVAL HIGHLIGHTS



Food Truck Alley

Mobile street food on edgy trucks, driven taste and sensation



Curry Lane

The people's favourite, reunion of curry and spice all in one street



The Boulevard (Picnic Area)

The people's favourite, reunion of curry and spice all in one street

CHAPTER 4

FESTIVAL EATERIES



Top 10 Must Eat Street Food in Penang

Street of highlighted stall showcasing the top 10 street food in Penang



Mainland Delicacies

Popular hawkers and food all the way from the Mainland



Balik Pulau Eateries

Food from the west of Penang

CHAPTER 5

PROGRAM



Cultural Performance

An evening with not only food but also performances which out of the blue



Cooking Demo

Recipes from the PRO, live shows of chefs showcasing their best hand



Live Music Performance

Live music to fill in the pace, chill the audiences

CHAPTER 6

PHOTOBOOTH

Retro Photobooth

Kombi, Vintage Car, Backdrop & Insta-worthy



CHAPTER 7

DECO CONCEPT

Main Street

Street Lantern Installation | Old Penang

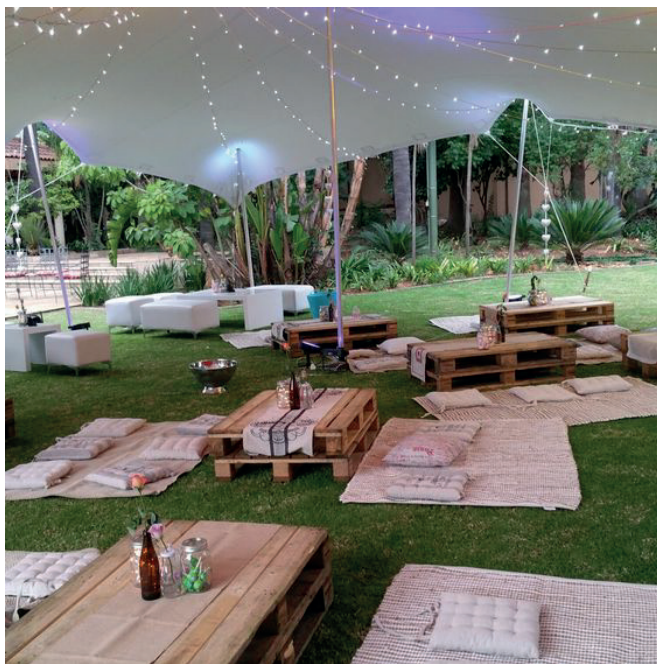


CHAPTER 7

DECO CONCEPT

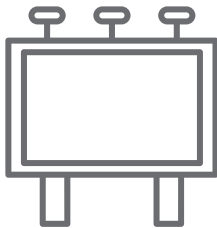
Picnic Area

Wood Pallet | Fairy Lights



CHAPTER 8

PUBLICITY



Billboard



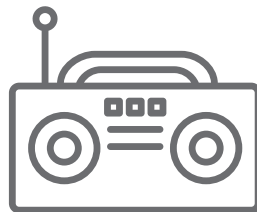
Streamer



Leaflet



Booklet



Radio



Social Media

CHAPTER 9

FESTIVAL BRANDING

Bring Your Own Container Campaign

As part of the Penang Street Food Festival's ongoing efforts in caring for our environment, we encourage foodies to bring their own containers no matter 'takeaway' or 'makan sini'!



CHAPTER 9

FESTIVAL BRANDING

On Site Branding



BUDGET

Main Set Up & Equipment:	RM 80,000
- Main Stage & Backdrop	
- Sound System, Lighting & Wiring	
- Generator Set, DB Box & Power Point	
- Canopy, Tables & Chairs	
Decoration:	RM 80,000
- Entrance Arch	
- Photo Booth	
- Backdrop & Signage	
- Information Counter	
- Stall Decoration	
- Street Lighting	
Publicity:	RM 30,000
- Street Bunting	
- Poster & Leaflet	
- Facebook Advertisement	
Documentation:	RM 10,000
- Copy writer	
- Videographer & Photographer	
Production:	RM 20,000
- Graphic Designer	
- Event Coordinator & manager	
- Event Crew & Event Host/Emcee	
- Cleaner, Relat & First Aid	
Other:	RM 30,000
- Transportation	
- Licensing	
- Insurance	
- Program & Stage Event	
Administration	RM 50,000
Total	RM300,000