

Why and How to Start a Tent Rental Business

By Tony Ehrbar

The rental industry is full of opportunity, and tent rentals are one of the most exciting ways to get started. In a world that values convenience, flexibility, and memorable outdoor experiences, tented events are more popular than ever. From backyard weddings to large-scale festivals, the demand for party tents continues to rise.

The tent rental industry was projected to reach nearly \$80 billion in 2024, showing just how much potential there is for growth. Starting a successful tent rental business gives you the chance to be part of meaningful moments while building a company that can grow and scale over time.

In this guide, we'll cover everything you need to know to launch your tent rental company successfully, from choosing the right equipment to marketing your services and planning for the future.

for outdoor events. While general rental businesses might focus on tools, party décor, or bounce houses, a tent rental business stands out by providing the structure everything else depends on.

Tents are the backbone of successful outdoor events like weddings, festivals, backyard parties, and corporate gatherings. Whether it's an elegant setup for a bride or simple coverage for a food vendor, tents make outdoor events possible and profitable.

Why Start a Tent Rental Business?

Since COVID, the demand for outdoor events has taken off. From wedding venues and backyard parties to corporate events, people are choosing open-air venues more than ever. That shift has created huge opportunities for tent rental businesses to provide the shelter those events need and to earn steady income in the process.

If you're already in the rental business, adding tents can be a smart move. If you're delivering tables, chairs, or décor, offering a tent lets you become a one-stop shop for your clients.



One of the biggest perks of starting a tent rental business is the flexibility. Many people begin by renting out a tent or two on weekends and grow it into a full-time business over time. You can decide which types of events to focus on

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small businesses. This event will cover the basics of navigating the federal contracting process, as well as the various certifications available to help your small business succeed in the government marketplace. Certifications include: 8(a) Business Development Program, HUBZone Certification, Woman Owned Small Business (WOSB/EDWOSB), and Veteran Owned Small Business (VOSB). Don't miss this opportunity to gain valuable insights and resources to help your small business. Register at <https://www.eventbrite.com/e/federal-contracting-basics-and-certifications-for-small-businesses-tickets-1977729719831>

SBA 101: Introduction to SBA Programs Webinar
Monday, April 6, 2026, 9:00 am–10:00 am CDT Online
Main Sponsor(s): US Small Business Administration, Rhode Island District Office
Contact: Brian Hopkins, 401-528-4575, brian.hopkins@sba.gov
Fee: Free; registration required

This free workshop, presented by the Rhode Island District Office, is designed to help entrepreneurs understand the various SBA programs and services available to help them as they start, expand, grow, and recover their businesses. This overview presentation covers: Introduction to the SBA; SBA Resource Partner Network—Business Training and One-on-One Counseling; Selling to the Federal Government—SBA Contracting Certification Programs; Access to Capital—Loan and Surety Bond Programs; International Trade Assistance; Emergency Preparedness and Disaster Assistance Loans. Register online for the free workshop webinar at <https://www.sba.gov/event/80666>

Federal Contracting for Small Businesses Webinar
Tuesday, April 14, 2026, 11:00 am–12:30 pm CDT Online
Main Sponsor(s): US Small Business Administration
Contact: Irene Gonzalez, 208-334-1673, irene.gonzalez@sba.gov
Fee: Free; registration required

Learn the essentials of federal contracting for

Federal Contracting: Woman-Owned Small Business (WOSB) Certification Program Webinar
Tuesday, April 21, 2026, 1:00 pm–3:00 pm CDT Online
Main Sponsor(s): US Small Business Administration
Contact: Patrice Dozier, patrice.dozier@sba.gov
Fee: Free; registration required

SBA is creating a space for Woman-Owned Small Businesses, via WOSB certification! Are you a woman owner of a small business? The federal government's goal is to award at least five percent of all federal contracting dollars to woman-owned small businesses each year. Join us for training on how to register for SBA's Woman-Owned Small Business (WOSB) program, which helps eligible small businesses to qualify for federal contracting opportunities. The monthly sessions include an overview of the self-certification process, and a discussion of the NAICS codes that qualify as WOSB or EDWOSB. Register at <https://www.eventbrite.com/e/woman-owned-small-business-wosb-certification-program-tickets-1978328240021>

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