



**SATURDAY JUNE 24, 2023
NOON - 6PM**

PARTICIPANT PACKET



OVERVIEW

HOW IT WORKS

- Guests purchase sampling punch cards with all restaurant logos
- They sample a 3.5oz margarita sample over ice at each booth
- They drop their "voting" chip in their favorite participants ballot box
- At 6pm, we count all the chips for each jar and crown the winner
- Winner gets a trophy and \$1000 Grand Prize

WHAT YOU NEED TO BRING

- Restaurant Banner to hang on tent - can provide custom banner for \$100
- 25 gallon non-alcoholic Margarita Mix; we will provide tequila
- Garnishes, Salts, Rimmers and any other bar supplies needed
- 2 TABC Certified reps to serve your Margaritas

WE PROVIDE

- Premium Tequila
- Tent
- 6ft Table and Linens
- 5 Gallon Margarita Dispensers
- 3.5oz Cups
- Ballot Box
- Ice & Ice Cooler
- The Crowd

REGISTRATION COST \$200
CUSTOM BANNER \$100(OPTIONAL)

ATTENDEES



FEMALE



**AGES
25-44**



**DINE OUT
WEEKLY**



**\$65K+
INCOME**

DEMOGRAPHICS YOU WANT

EXPECTED 2023 ATTENDANCE: 2700

LOCATION



Located in the heart of Fort Worth near TCU
30,000 sf of indoor and outdoor space
Multiple area, bars and yards
Craft Cocktail Bar onsite
Multiple Food Trucks on site
Stage with djs and live entertainment
Plenty of nearby parking



MARKETING

STRATEGY

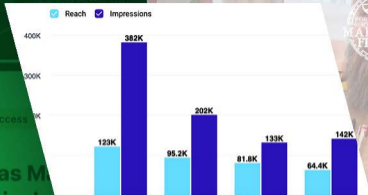
- Large targeted paid social media campaign
- Targeted email list of 94k+ of adult drinkers in DFW
- Paid partnership with 62 influencers in Texas surrounding states

23.4K
SITE VISITORS

102K+
PAGE VIEWS

12.1M
IMPRESSIONS

9.87M
TOTAL REACH



The Fort Worth Margarita Festival
happening on June 24 🥳



SIGN UP

READY TO COMPETE?

CLICK HERE



**FOR ANY QUESTIONS PLEASE
EMAIL COMPETE@TEXASFESTS.COM**