

FIESTA DE MAYO
HALF MARATHON
13.1 | 10K | 5K Run/Walk
FOR ALL FITNESS LEVELS

WEDNESDAY
MAY 20th, 2023

ALAMO
DRAFTHOUSE CINEMA



TOYOTAL MUSIC FACTORY
SATURDAY JULY 29, 2023
NOON - 6PM

PARTICIPANT PACKET

OVERVIEW



REGISTRATION COST: FREE
FOR TOYOTOA MUSIC FACTORY TENANTS

HOW IT WORKS

- Guests purchase sampling cards with Food & Drink Vouchers
- They go tent to tent and redeem 1 voucher per food and drink sample

WHAT YOU NEED TO DO

- Set up Food Truck or Tent
- Be prepared to serve 1000 -1200 Brunch samples
- Collect 1 voucher per sample
- Feature no more than 2 Items
- **MUST HAVE SAMPLES READY TO HAND OUT. NO COOKING TO ORDER**
- Have promo material to send people to your restaurants
- Sample Items: parfaits, breakfast tacos, chicken n' waffles, french toast, etc

WE GIVE YOU

- \$1.75 per voucher redeemed
- Opportunity to market your restaurant to 2500+ people
- Tent(if needed)
- 6ft Table and Linens (if needed)



ATTENDEES



FEMALE



**AGES
25-44**



**DINE OUT
WEEKLY**



**\$65K+
INCOME**

DEMOGRAPHICS YOU WANT

EXPECTED 2023 ATTENDANCE: 2500

LOCATION



TOYOTA **MUSIC
FACTORY**

Texas Lottery Plaza

Located in the heart of Toyota Music Factory
Open Air Plaza surrounded by Restaurants

Mutiple area, bars and yards

Stage with djs and live entertainment

Plenty of nearby parking



MARKETING

STRATEGY

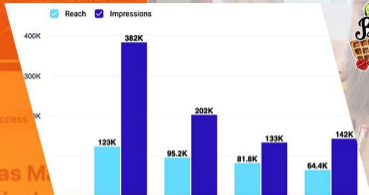
- Large targeted paid social media campaign
- Targeted email list of 94k+ of adult drinkers in DFW
- Paid partnership with 62 influencers in Texas surrounding states


23.4K
SITE VISITORS


102K+
PAGE VIEWS


12.1M
IMPRESSIONS


9.87M
TOTAL REACH



The Fort Worth Margarita Festival
happening on June 24 🥳



badgalbran_@amoni_ca

dallasfoodiefix Follow

Fort Worth it's YOUR turn ...

liked by hot_chicks_chicken and 17,662 others

Jeff & The Fresh Prince

txfestivals

SIGN UP

READY TO JOIN?

CLICK HERE



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