



DALLAS
SATURDAY AUGUST 5, 2023
NOON - 6PM

PARTICIPANT PACKET

OVERVIEW

REGISTRATION COST: \$100
FOR A LIMITED TIME

HOW IT WORKS

- Guests purchase sampling cards with Food & Drink Vouchers
- They go tent to tent and redeem 1 voucher per food item
- **YOU CANNOT SELL ANYTHING. ONLY ACCEPT VOUCHERS**

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**
- Sample Items: street tacos, breakfast tacos, elote, paleta, flautas, 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: 2700

LOCATION



BACKYARD & BBQ

Located in the heart of the Design District near Downtown
18,000 sf of indoor and outdoor space
Multiple area, bars and yards
50ft Ferris Wheel
Multiple Food Trucks on site
Award Winning BBQ
Plenty of nearby parking



FERRIS

MARKETING

STRATEGY

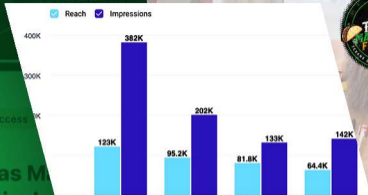
- Large targeted paid social media campaign
- Targeted email list of 94k+ of adult drinkers in DFW
- Paid partnership with 62 influencers in Texas & surrounding states

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 INFO@TEXASFESTS.COM**