

**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**

**VENDOR PACKET**

# 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

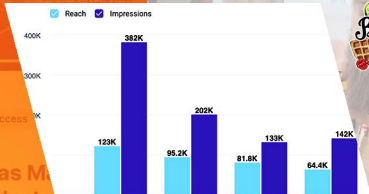
- Large targeted paid social media campaign
- Targeted email list of 94k+ of adult drinkers in DFW
- Paid partnership with 62 influencers in Texas surrounding states

  
**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 ...  
shared by hot\_chicks\_chicken and 17,662 others  
Jeff & The Fresh Prince txfestivals

# SIGN UP

## COST

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Arts & Crafts: \$300 per 10x10 spot

Exhibit: \$500 per 10x10 spot

Food Vendor: \$500 per 10x10 spot or per truck/trailer

Health/Medical: \$500 per 10x10 spot or per truck

## EQUIPMENT RENTAL

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10x10 Canopy Tent: \$150

6' Rectangular Table: \$25



**READY TO JOIN?**

**CLICK HERE**



**FOR ANY QUESTIONS PLEASE  
EMAIL [VENDORS@TEXASFESTS.COM](mailto:VENDORS@TEXASFESTS.COM)**