



**TOYOTA MUSIC FACTORY**  
**SATURDAY SEPTEMBER 23, 2023**  
**NOON - 6PM**

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**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
- 30 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**  
**\$100 ADDITIONAL FOR CUSTOM BANNER**



# ATTENDEES



**FEMALE**



**AGES  
25-44**



**DINE OUT  
WEEKLY**



**\$65K+  
INCOME**

## DEMOGRAPHICS YOU WANT

**EXPECTED 2023 ATTENDANCE: 2700**

# 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

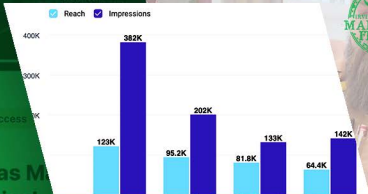
- Large targeted paid social media campaign
- Targeted email list of 94k+ of adult drinkers in DFW
- Paid partnership with 62 influencers in Texas & surrounding states

**23.4K**  
SITE VISITORS

**102K+**  
PAGE VIEWS

**12.1M**  
IMPRESSIONS

**9.87M**  
TOTAL REACH



The Fort Worth Margarita Festival  
happening on June 24 🍹



Jueno  
MODERN MEXICAN

MARGARITA  
FESTIVAL  
CONGRESS



# SIGN UP

## READY TO COMPETE?

CLICK HERE



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