

FORT WORTH, TX



**PANTHER ISLAND PAVILION
SATURDAY OCTOBER 14, 2023
NOON - 6PM**

PARTICIPANT PACKET

OVERVIEW

REGISTRATION COST: \$200
FOR A LIMITED TIME. NORMAL PRICE: \$500

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 BRING

- Set up Food Truck or Tent
- Be prepared to serve 1500 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

- \$2 per voucher redeemed
- Opportunity to market your restaurant to 5,000 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



PANTHER
ISLAND ★ PAVILION
— FORT WORTH, TEXAS —

Panther Island Pavilion

Iconic Fort Worth Events Venue

Multiple indoor and outdoor areas

Numerous Bars

Stage with live music

Ample parking nearby

MARKETING

STRATEGY

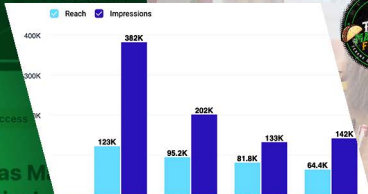
- Large targeted paid social media campaign
- Targeted email list of 94k+ of adult drinkers in DFW
- Paid partnership with 62 influencers in Texas & surrounding states

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