

TOWN OF ADDISON EVENTS

2020 SPONSORSHIP OPPORTUNITIES



WHO WE ARE



Located 13 miles north of downtown Dallas and less than 30 minutes from both DFW Airport and Dallas Love Field, Addison features an inviting combination of urban accessibility and suburban safety and beauty. The town offers upscale shopping, award-winning parks, residential communities ranging from high-end apartments to multi-million dollar homes, and world-class festivals. With the Addison Airport providing direct access for charter and private planes, comedy and live music venues, activity attractions, museums and more, Addison is truly a destination where it all comes together!



Social Media Impressions

20,054
f FACEBOOK

12,500
i INSTAGRAM

6,364
t TWITTER



OUR EVENTS

TASTE ADDISON



Founded 1993

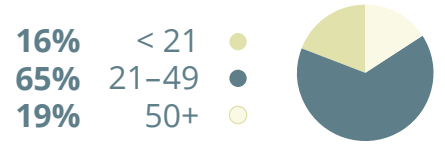
A North Texas legend since 1993, the region's original food festival continues to deliver Addison's favorite eateries, national music artists, and activities for the whole family with a three-day menu of fun. In 2019, the festival boasted national artists including Walker Hayes, The Spin Doctors, Plain White Ts, Smash Mouth and The All-American Rejects. Other festival highlights include culinary demonstrations, beer and wine sampling, family entertainment and more.

May 29–May 31, 2020
Anticipated Attendance:
 25,000

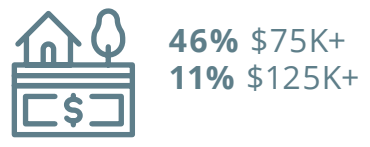
2019 Major Sponsors:



Age Breakdown:



Household Income:



College degree or higher:



Gender Split:





Founded 1985

For more than three decades, one of the nation's most impressive and unique Independence Day celebrations has been held in the Town of Addison. The celebration is city-wide, with a fantastic party in the 12-acre Addison Circle Park, watch parties at many of Addison's 180+ restaurants, 23 hotels and an incredible Addison Airport Air Show which can be seen from anywhere in town! Each year, Addison Kaboom Town! is named among the top fireworks shows in the country. The spectacular show was named the #1 fireworks display in the country by Inverse.com, and is ranked as one of the top fireworks displays in the country by the American Pyrotechnics Association, Yahoo, Fodor's, USA Today, the Wall Street Journal and Travel + Leisure Magazine.



July 3, 2020

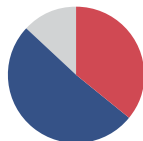
Attendance: 500,000;
25,000 inside the venue

2019 Major Sponsors:



Age Breakdown:

36% < 21 ●
51% 21-49 ●
13% 50+ ●



Household Income:



31% \$50K-\$74K
37% \$75K+
8% \$125K+

College degree or higher:

65%

Gender Split:



50%



50%



Founded 1987

Addison Oktoberfest has been recognized as one of the most authentic Oktoberfest celebrations outside of Munich for over three decades. Tens of thousands of attendees dressed in dirndls and lederhosen come together to share love of polka, authentic German fare, and the same Paulaner Bier that will be served at Bavaria's favorite festival.



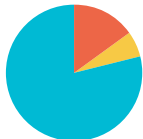
September 17-20, 2020
Anticipated Attendance:
50,000

2019 Major Sponsors:



Age Breakdown:

15% < 21
79% 21-59
6% 60+



Household Income:



36% \$50K-\$74K
44% \$75K+
11% \$125K+

College degree or higher:



Gender Split:



ADDISON AFTER DARK

Founded 2019

Addison's newest event series, Addison After Dark brings unique and interactive entertainment to Addison Circle Park. Offering free admission and parking every third Saturday of the month, the series features live music, dance, outdoor movie screenings, food and beer sampling, and more. Each month has a different theme and caters to a different demographic. Attendees range from families to empty nesters, and social clubs to professionals.

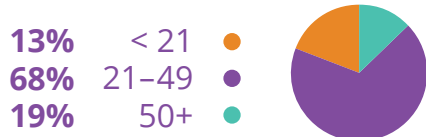


3rd Saturdays,
April–November, 2020
Attendance: 7,000

2019 Presenting Sponsor:



Age Breakdown:



Household Income:



College degree or higher:

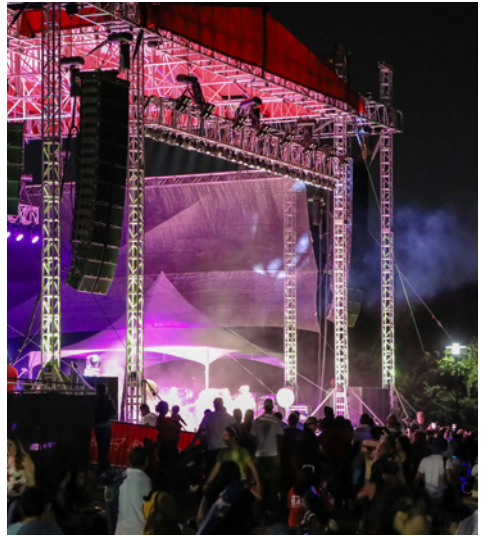


Gender Split:



PAST SPONSORS





FOR MORE INFORMATION REGARDING SPONSORSHIP OPPORTUNITIES, PLEASE CONTACT
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