

# TOWN OF ADDISON EVENTS

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2021 SPONSORSHIP OPPORTUNITIES

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# 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

**21,380**  
f FACEBOOK

**13,400**  
i INSTAGRAM

**6,195**  
t TWITTER



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# OUR EVENTS

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# TASTE ADDISON



## Founded 1993

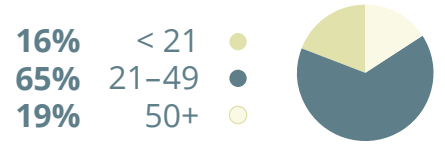
A North Texas legend since 1993, the region's original food festival continues to deliver Addison's favorite eateries, national music artists, and activities for the whole family with a menu of fun. In 2021, the festival's national artists are scheduled to include LIT, Hoobastank, The Red Jumpsuit Apparatus, Third Eye Blind, and Flo Rida. Other highlights, such as a carnival, food and beverage tastings, craft marketplace, and children's activities, ensure attendees of all ages enjoy hours of entertainment.

**June 4-5, 2021**  
**Anticipated Attendance:**  
**15,000**  
*\*2021 COVID-19 Capacity Limitations*

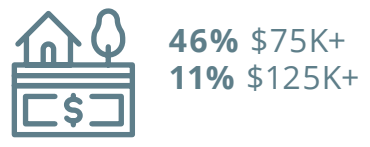
2019 Major Sponsors:



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, 22 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 nation's top fireworks shows by the American Pyrotechnics Association, The Wall Street Journal, USA Today and others.



**July 3, 2021**

**Attendance: 500,000;  
15,000 inside the venue**

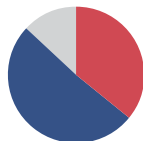
*\*2021 COVID-19 Capacity Limitations*

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 16-19, 2021  
Anticipated Attendance:  
30,000

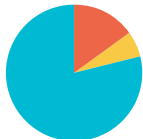
\*2021 COVID-19 Capacity Limitations

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, 2021  
Attendance: 7,000

2019 Presenting Sponsor:



Age Breakdown:

13% < 21  
68% 21–49  
19% 50+



Household Income:

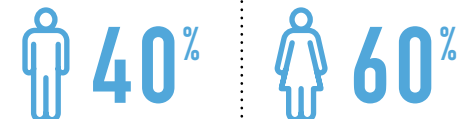


28% \$60K–\$79K  
36% \$80K+  
15% \$150K+

College degree or higher:



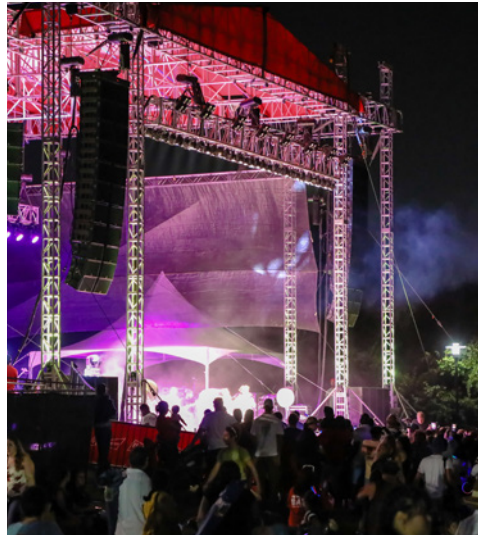
Gender Split:



# PAST SPONSORS







**FOR MORE INFORMATION REGARDING SPONSORSHIP OPPORTUNITIES, PLEASE CONTACT**  
Mike Brant: [mike@milezeroinc.com](mailto:mike@milezeroinc.com) | 847.361.0318