

Taste Addison Preview

February 13, 2020



ADDISON



Dates and Times

Friday, May 29	6pm – 11pm
Saturday, May 30	12pm – 11pm
Sunday, May 31	12pm – 6pm

Tickets

General Admission

\$15 – Ages 13+

\$5 – Ages 6-12

Free – Ages 0-5

Sunday Admission

Free

All tickets and packages are valid
for one-day entry



Packages

Foodie Pass

\$30

*Includes admission, 2 Taste Bites
and 1 Taste Addison shirt*

Legends Pass

\$65

*Includes admission, 2 Taste Bites, 2
drink tickets, Main Stage viewing
deck, 1 commemorative Taste
Addison shirt, and more*

Featured Areas

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- **Culinary Experience:** Chef demonstrations, interactive sessions & specialty food vendors
- **Creation Station:** Free craft activities for all ages
- **Family Fun Lawn:** Inflatable rides and attractions
- **Marketplace:** Vendor sales for arts and unique items
- **Alcohol Sampling:** Complimentary for guests 21+
- **Merch Tent:** Featuring event apparel and convenience items (sunscreen, hand towels)





- Invitation to participate sent electronically on January 20.
- Event details shared at February 6 restaurant meeting.
- New fee structure:
 - Flat fee to participate (\$450-\$1,250 depending on booth size).
 - No commission fee on sales.
- Continuing to use the point of sale system to accept cards, cash and Tasty Bucks.

Music Entertainment

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- Main Stage
 - National and regional entertainers on Friday and Saturday
 - Top quality tribute artists on Sunday
- Legends Stage
 - Local and regional tribute and cover bands all weekend
 - Watch Main Stage headliners on a large screen
- Garden Stage – New for 2020!
 - Enjoy the sounds of Texas singer-songwriters during sampling hours



Main Stage Entertainment

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Friday

Emerald City Band
Flo Rida



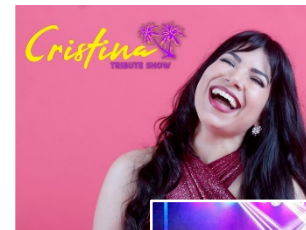
Saturday

Matchbook 20
LIT
Hoobastank
Third Eye Blind



Sunday

Cristina Tribute Show
Satisfaction
Kalimba



Marketing & PR

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- Taste the Competition
 - April 7
 - Media event for bloggers and influencers
- Television and radio media opportunities for participating restaurants
- Media partnerships
 - CBS 11
 - Spectrum
 - iHeart Radio
 - Dallas Morning News





Questions?