

2022 Special Events Preview

February 8, 2022

The logo for Addison, featuring the word "ADDISON" in a bold, blue, sans-serif font. The text is centered within a white circle, which is set against a blue background. The blue background is part of a larger graphic on the right side of the slide, consisting of a blue triangle pointing downwards, with a white circle inside it. The top and bottom corners of the blue triangle are cut off by a diagonal line, revealing a dark grey background.

After cancellations and significant changes to our annual events in 2020, all scheduled events took place in 2021. Adjustments were made to comply with continuously evolving guidelines and to maintain the safety of event participants and staff.



As the start of the 2022 event season nears, staff is preparing for a full slate of festivals and events that will combine the best of the 2021 adaptations, while bringing back other elements that have not been seen since 2019.

Addison After Dark

ADDISON



THIRD SATURDAYS • 7PM
ADDISON CIRCLE PARK



- Free admission
- Monthly themes
 - April 16 – Fiesta Noche
 - May 21 – Boot Scootin' Bash
 - June 18 – '80s Night Out
 - July 16 – Paradise Party
 - August 20 – Pints & Pups
 - October 15 – Harvest Hootenanny
 - November 19 – Holiday Cheer



Taste Addison

ADDISON

Dates & Times

- Friday, June 3, 6pm-12am
- Saturday, June 4, 12pm-12am

Tickets

- General Admission
 - Adult: \$15
 - Youth (6-12): \$5
 - Ages 5 and under: Free
- VIP: \$50
- VIP+: \$75



VIP Experience

- 1 day admission
- 2 beverage tokens
- 2 Taste Bites
- Access to the Orangetheory VIP Lounge
 - Indoor/outdoor seating area
 - Private restrooms
 - Unlimited packaged snacks and water
 - Food & beverage sampling



Featured Areas

- Wine Garden: wine sampling
- The Grove: spirits sampling & full-service bar
- Family Fun Lawn: Crafts, activities & attractions for kids
- Marketplace: Craft and specialty food sales

Music Entertainment

- Main Stage
 - Friday headliner: Ludacris
 - Saturday headliner: Stone Temple Pilots (support by Candlebox and Living Colour)
- Tribute bands and local performers on the Legends Stage



Taste Addison

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Food & Beverage

- Restaurant application deadline: January 31
- Two Day Booth
 - Flat fee - \$600 for a 10x10 or 10x20 booth space
 - No commission fee on sales
 - Continued use of the point-of-sale system, including the mobile ordering feature
- VIP Lounge Sampling
 - No fee to participate; no sales revenue
 - Provide 300-500 bite-sized samples
 - Offers an option with minimal time and staffing commitment, while maintaining the marketing, PR, and exposure benefits



Addison Kaboom Town!

ADDISON

Date & Time

- Saturday, July 3, 5-11pm

Tickets

- Free admission for all ages
- Advance ticket reservations will be used to manage capacity, reduce crowding at the gates, and promote support for restaurant watch parties and hotel bookings.
- Early ticket release for Addison residents.



Addison Kaboom Town!

ADDISON

Entertainment & Attractions

- Live jazz band at entry gates to welcome attendees.
- Complimentary performances by Walton Stout Band and Jordan Kahn Orchestra on the Main Stage.
- Live music will continue for 1 hour after the fireworks.
- Splash Zone: purchase an unlimited ride wristband to access inflatable water slides and attractions.

Airshow

- Addison Airport Airshow will return with specialty flights and parachute jumpers.



Addison Oktoberfest

ADDISON

Dates & Times

- Thursday, Sept. 15, 6-11pm
- Friday, Sept. 16, 6pm-12am
- Saturday, Sept. 17, 12pm-12am
- Sunday, Sept. 18, 12-5pm

Tickets

- General Admission 10+
 - \$10 Friday or Saturday
 - Free Thursday and Sunday
- Ages 9 and under are free daily



Special Promotions

- \$40 Addison Oktoberfest Paket
- \$200-300 Partyhalle Deck (reserved table for up to 8)

Addison Oktoberfest

ADDISON

Featured Areas

- Partyhalle: Open-air tent layout to return
- Paulaner Biergarten: Outdoor seating and bier games
- Draught Haus Biergarten: Outdoor screens feature football
- Kleinhalle: Indoor table service & live entertainment
- Kinderzelt: Activities & games for kids and kids at heart
- Marktplatz: Craft and specialty food sales

Music Entertainment

- Polka music, dance and games on three stages around the festival: Main Stage, Musikzelt and Kleinhalle



Questions?