

2022 EVENTS BY DATE		
DATE	EVENT	LOCATION / DETAILS
April 2022		
April 9-17	Dallas Cup	Cotton Bowl Dallas, TX & Toyota Stadium Frisco, TX, Attendance 60,000
April 22-24	Southlake Art in the Square	Southlake, TX, Attendance 40,000
May 2022		
May 5-8	Mayfest	Fort Worth, TX, Attendance 85,000
May 20-22	Main Street Fest	Grapevine, TX, Attendance 140,000
June 2022		
Jun 3-4	Taste Addison	Addison Circle Park, Attendance 50,000
Jun 4	Taste of Irving	Toyota Music Factory, Attendance 10,000
Jun 10-12	34 th Taste of Dallas	Dallas, TX, Attendance: 100,000
June 3-4	Texas Music Revolution	Downtown McKinney, TX, Att 15,000
July 2022		
July 2-4	Roswell UFO Festival	Roswell, NM, Attendance 25,000
July 3	Addison Kaboom Town	Addison, TX, Attendance 60,000
September 2022		
Sept 15-18	Addison Oktoberfest	Addison, TX, Attendance 65,000
Sept 15-18	GrapeFest	Grapevine, TX – Attendance 240,000
Sept 23-25	41 st Plano Balloonfest	Plano, TX - Attendance 100,000
Sept TBD	State Fair Classic – College Football	Fair Park – Dallas, TX, Attendance 25,000
Sept TBD	Tom Landry Classic – High School Football	Eagle Stadium – Allen, TX, Att 15,000
October 2022		
Oct TBD	7 th Outdoor RV Show & Expo	Vineyards Campground Grapevine, TX Attendance 4,500
November 2022		
Nov 11-13	54 th San Antonio Auto & Truck Show	San Antonio, TX - Attendance 75,000
DECEMBER 2022		
Dec TBD	BMW Dallas Marathon & Expo	Downtown Dallas, TX – Attendance 80,000+
Dec 31	Reunion Tower - NYE Fireworks – <u>TV package only</u>	Downtown Dallas, TX

EVENTS BY SEASON		
Year Round	Texas Live! - Activation year-round	Arlington, TX
Year Round	North Texas State Soccer Association	150,000 soccer players
Feb - July	Dallas Jackles-Major League Rugby	Arlington, TX Choctaw Stadium
May - Aug	Mesquite Championship Rodeo	Mesquite, TX
May - Sept	NRH2o Water Park	North Richland Hills, TX
May - Sept	Frisco Fighters Indoor Football	Comerica Arena, Frisco, TX
Aug - Nov	McKinney ISD Football Stadium	McKinney, TX – 15 home football dates
Nov -Dec	Enchant!	Fair Park – Dallas, TX
Dec - Apr	Dallas Sidekicks - Major Indoor Soccer League	Allen, TX Events Center