Located 13 miles north of downtown Dallas and less than 30 minutes from both DFW Airport and Dallas Love Field, Addison is where urban and suburban crowds meet. From high-end apartment dwellers to suburban families, all audiences unite at our world-class festivals.

At The Center Of It All...

Jasmine Lee, Sponsorship Manager
817.360.1246 | Jasmine@JLEventPro.com
Addison Kaboom Town!
July 3, 2023

Rated one of the Top 10 Independence Day fireworks displays by USA Today, Wall Street Journal, CNN and more, the aerial entertainment also features the Addison Airport Airshow. Approximately 500,000 head to Addison each year to enjoy the show, including thousands who celebrate at the official watch party in Addison Circle Park.

ATTENDEE OVERVIEW

- 50% Female
- 50% Male
- 65% Have A College Degree
- 46% Attend In Groups Of 5 or more

ATTENDEE AGES

- 0-12: 30%
- 13-20: 14%
- 21-39: 33%
- 40-59: 19%
- 60+: 4%

HOUSEHOLD INCOME

- $<50K: 40%
- $50-74K: 30%
- $75-99K: 20%
- $100-124K: 10%
- $125K+: 0%

MAXIMUM PARK ATTENDANCE

- 18,000

FOOD & BEVERAGE SALES PER PERSON

- $14

MARKETING CAMPAIGN IMPRESSIONS

- 32.3 million overall impressions

Top level sponsors are included in all television, radio, and print marketing, as well as select digital advertising.

www.AddisonKaboomTown.com

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