

DATE	EVENT	LOCATION / DETAILS
Jan 2023		
Jan 27	XKO MMA Fights	Statler Hotel, Dallas
Jan 2023	Dallas Sidekicks - Major League Indoor Soccer	Allen, TX Events Center
Year Round	Texas Live! - Activation opportunities year-round	Arlington, TX
Year Round	North Texas State Soccer Association	150,000 players, parents, coaches
Feb 2023		
Feb 11	Taste of Dallas	Dallas-Frontiers of Flight Museum
Feb 2023	Dallas Sidekicks - Major League Indoor Soccer	Allen, TX Events Center
Feb 2023	Dallas Jackals-Major League Rugby	Arlington, TX Choctaw Stadium
Year Round	Texas Live! - Activation opportunities year-round	Arlington, TX
Year Round	North Texas State Soccer Association	150,000 players, parents, coaches
Mar 2023		
Mar 3-5	N. TX Irish Festival	Fair Park Dallas, TX, Attendance 60,000
Mar 11	Dallas Regional Spelling Bee-Virtual-TV Channel 8	N. TX Public and Private schools
Mar 31-Apr 1	Women's Final Four (program ad sales-deadline Feb 14)	Dallas, TX
Mar 2023	Dallas Sidekicks - Major League Indoor Soccer	Allen, TX Events Center
Mar 2023	Dallas Jackals-Major League Rugby	Arlington, TX Choctaw Stadium
Year Round	Texas Live! - Activation opportunities year-round	Arlington, TX
Year Round	North Texas State Soccer Association	150,000 players, parents, coaches
April 2023		
Apr 1-9	Dallas Cup-Youth Sports-Soccer-150,000 kids/parents	Cotton Bowl, Toyota Stadium Frisco, TX
Apr 7	XKO MMA Fights	Texas Live, Arlington, TX
April 28-30	Southlake Art in the Square	Southlake, TX, Attendance 40,000
Apr 2023	Dallas Sidekicks - Major League Indoor Soccer	Allen, TX Events Center
Apr 2023	Dallas Jackals-Major League Rugby	Arlington, TX Choctaw Stadium
Year Round	Texas Live! - Activation opportunities year-round	Arlington, TX
Year Round	North Texas State Soccer Association	150,000 players, parents, coaches
May 2023		
May 4-7	Mayfest	Fort Worth, TX, Attendance 85,000
May 6	HBCU College Baseball Double-Header	Globe Life Field - Arlington
May 19-21	Main Street Fest	Grapevine, TX, Attendance 140,000
May 26	XKO MMA Fights	Texas Live, Arlington, TX
May 2023	Dallas Jackals-Major League Rugby	Arlington, TX Choctaw Stadium
Year Round	Texas Live! - Activation opportunities year-round	Arlington, TX
Year Round	North Texas State Soccer Association	150,000 players, parents, coaches
June 2023		
Jun 2023	Mesquite Championship Rodeo-13 dates	Mesquite, TX
June 2023	Texas Music Revolution	Downtown McKinney, TX, Att 15,000
Jun 2023	Dallas Jackals-Major League Rugby	Arlington, TX Choctaw Stadium
Year Round	Texas Live! - Activation opportunities year-round	Arlington, TX
Year Round	North Texas State Soccer Association	150,000 players, parents, coaches
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July 2023		
July 6-12	Women's World Volleyball Championships	UTA – Arlington, TX
July	Dallas Jackals-Major League Rugby	Arlington, TX Choctaw Stadium
July 2023	Arena Football Championships	Venue TBD
July 2023	Mesquite Championship Rodeo-13 dates	Mesquite, TX
Year Round	Texas Live! - Activation opportunities year-round	Arlington, TX
Year Round	North Texas State Soccer Association	150,000 players, parents, coaches
August 2023		
Aug 2023	Mesquite Championship Rodeo-13 dates	Mesquite, TX
Year Round	Texas Live! - Activation opportunities year-round	Arlington, TX
Year Round	North Texas State Soccer Association	150,000 players, parents, coaches
September 2023		
Sept 14-17	GrapeFest	Grapevine, TX, Attendance 240,000
Sept 21-24	Plano Balloonfest	Plano, TX, Attendance 100,000
Sept	McKinney ISD Stadium – High School Friday Night Football	McKinney, 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
Year Round	Texas Live! - Activation opportunities year-round	Arlington, TX
Year Round	North Texas State Soccer Association	150,000 players, parents, coaches
October 2023		
Oct	McKinney ISD Stadium – High School Friday Night Football	McKinney, TX, Attendance 100,000
Year Round	Texas Live! - Activation opportunities year-round	Arlington, TX
Year Round	North Texas State Soccer Association	150,000 players, parents, coaches
November 2023		
Nov 17-19	54 th San Antonio Auto & Truck Show	San Antonio, TX, Attendance 75,000
Nov	McKinney ISD Stadium – High School Friday Night Football	McKinney, TX, Attendance 100,000
Year Round	Texas Live! - Activation opportunities year-round	Arlington, TX
Year Round	North Texas State Soccer Association	150,000 players, parents, coaches
December 2023		
Dec	BMW Dallas Marathon & Expo	Downtown Dallas, TX, Attendance 80,000+
Dec	HBCU College Basketball Classic	TX Southern H&P Arena, Houston, TX
Dec	Dallas Sidekicks - Major Indoor Soccer League	Allen, TX Events Center
Year Round	Texas Live! - Activation opportunities year-round	Arlington, TX
Year Round	North Texas State Soccer Association	150,000 players, parents, coaches
Events and dates subject to change.		

For more information, contact 214.714.3300 | KYLE CONWAY | Kyle@SponsorBureau.com