

9TH ANNUAL UPTOWN

BLOCK PARTY

2025 SPONSORSHIP OPPORTUNITIES



PARTNER WITH

UPTOWN

The 9th Annual Uptown Block Party is where city slickers meet country cool and we want your brand at the heart of it all.



3,000+
ATTENDEES IN A SINGLE DAY

Uptown's signature street party draws thousands from across Dallas for a high-energy, high-foot-traffic experience.

100,000+
BRAND IMPRESSIONS

From on-site signage and activations to social media shoutouts and digital promo, our sponsors get seen.

111,000+
SOCIAL MEDIA FOLLOWERS

Tap into our active, hyperlocal audience across Instagram, Facebook, and LinkedIn.

238,000
AVERAGE REACH

Our content drives conversation and action well above the industry average.

AUDIENCE SNAPSHOT: URBAN, AFFLUENT, SOCIAL

Reach 25-44-year-olds who live, work, and play in Uptown. Young professionals and empty nesters with spending power and a love for lifestyle brands.

O1

\$15,000 THE NEON MOON MAINSTAGE

**WHERE THE NIGHT GLOWS LOUDEST AND
COUNTRY MEETS COOL.**

INCLUDES:

- Naming rights (e.g., The [Brand] Neon Moon Mainstage)
- Logo on stage banner, digital schedule, and setlist posters
- On-stage shoutouts and intro rights
- (2) VIP tickets + 10x10 premium booth space near the stage
- Social media mention and dedicated email promotion

O2

\$10,000 THE VIP GARDEN

**A LUSH ESCAPE FOR WINE LOVERS OR
COCKTAIL CONNOISSEURS.**

INCLUDES:

- Exclusive naming rights (e.g., The [Brand] VIP Garden)
- Branded cocktail cups or menus
- Option to name the signature cocktail
- Garden signage + logo on bar structures
- 10x10 booth space in garden area
- Dedicated social media post

O3

\$7,500 – \$10,000 IN PRODUCT TRADE WET YOUR WHISTLE (OFFICIAL BAR SPONSOR)

**PERFECT FOR ALCOHOL DISTRIBUTORS LOOKING
TO TRADE PRODUCT FOR EXPOSURE.**

INCLUDES:

- Naming rights (e.g., Wet Your Whistle presented by [Brand])
- Exclusive rights as the official spirit/cocktail poured at the party
- Branded menus and bar signage
- Signature cocktail featuring your product (with naming rights)
- Featured placement on event map
- Bar staff provided by event (product provided by sponsor)
- 10x10 booth space near the bar
- Social media mention and email promotion

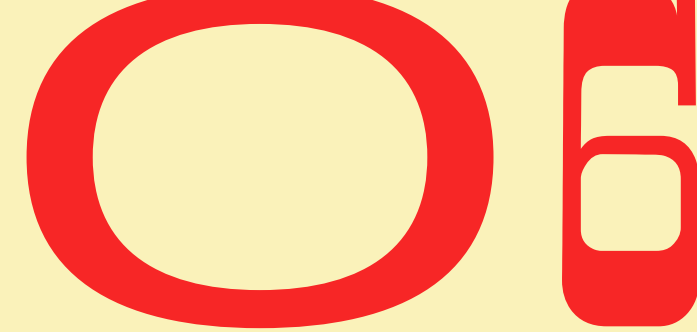


\$8,000 BOOT SCOOTIN’ DANCEHALL

HOME OF THE TWO-STEP, LINE DANCE,
AND FRINGE-FLYING FUN.

INCLUDES:

- Dancefloor perimeter branding
- Co-branded two-stepping lesson
- DJ and band shoutouts
- 10x10 booth in the dancehall area + (2) VIP tickets

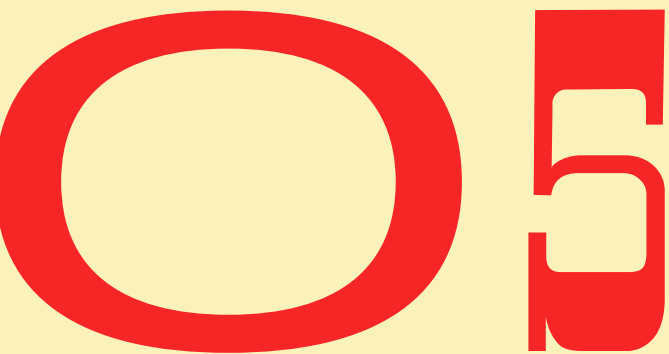


\$5,000 THE BULL PEN

RIDE IT LIKE A LEGEND. SNAP IT LIKE A STAR.

INCLUDES:

- Naming rights (e.g., Ride the [Brand] Bull)
- Branded rider bandanas or leaderboard
- Emcee shoutouts and photo-friendly branded signage
- 10x10 booth next to bull arena



\$6,500 SIPPIN’ SIGNALS – COLOR CUP DATING GAME

PRESENTED BY [BRAND]—THE OFFICIAL SPARK-STARTER OF THE BLOCK PARTY.

An interactive, color-coded cup game that makes mingling easier (and more fun) for Dallas singles.

INCLUDES:

- Naming rights (e.g., Sippin’ Signals presented by [Brand])
- Logo printed on thousands of color-coded drink cups
- Branded signage at every bar and cup pickup point
- Social media posts before and after event featuring your activation
- “Successful Sip” giveaway (first date gift cards powered by you)
- Optional branded QR station for guests to log matches or snap pics
- 10x10 booth in a high-traffic area
- Logo on event map and website
- Garden signage + logo on bar structures
- 10x10 booth space in garden area
- Dedicated social media post

O7

\$4,000 GIDDY-UP & GRIN PHOTO BOOTH

STRIKE A POSE.

INCLUDES:

- Naming rights to our signature photo op
- Logo on backdrop wall
- Ring light or booth wrap branding
- Post-event digital album logo placement
- Social media callout
- Optional 10x10 booth nearby

O8

\$3,000 THE OUTHOUSES

**REST EASY, FRESHEN UP—THE
CLASSIEST OUTHOUSES IN TEXAS.**

INCLUDES:

- Branding on exterior signs, stall doors, and mirrors
- Option to provide branded hand wipes, air fresheners, or mints
- Logo on event map and website
- Fun mirror decals: "Lookin' fine, cowboy."

O9

\$2,500 TOTE-ALLY UPTOWN (OFFICIAL TOTE BAG SPONSOR)

GET CARRIED ALL OVER UPTOWN.

INCLUDES:

- Logo on premium event tote bags distributed to first 500 guests
- Option to include branded swag or promo inside
- Logo on event website and map
- Social media shoutout

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\$1,850 **THE WILD WEST** **GAME YARD**

**YOUR BRAND, CENTER RING OF THE
RODEO MINI-GAMES.**

INCLUDES:

- Naming rights for the game zone or a specific challenge (e.g., horseshoe toss, lasso)
- Branded signage and optional prize giveaways
- 10x10 booth near the game zone
- Social media mention
- Optional 10x10 booth nearby

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\$1,000 **CITY SLICKER**

WE'VE GOT FRIENDS IN LOW PLACES.

INCLUDES:

- Sponsor name on website and select marketing materials (e.g., flyer, signage)
- Optional 10x10 activation space
- Social media mention
- (2) VIP tickets

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\$250 **MARKET ROW** **VENDOR BOOTH**

POP UP. SHOW OFF. SELL OUT.

INCLUDES:

- 10x10 activation space
- Logo on event map and website
- Access to 5,000+ attendees

BLAZE THE TRAIL WITH US

THE NEON MOON MAINSTAGE	SIPPIN' SIGNALS - COLOR CUP DATING GAME	TOTE-ALLY UPTOWN (OFFICIAL TOTE BAG SPONSOR)
THE VIP GARDEN	THE BULL PEN	THE WILD WEST GAME YARD
WET YOUR WHISTLE (OFFICIAL BAR SPONSOR)	GIDDY-UP & GRIN PHOTO BOOTH	CITY SLICKER
BOOT SCOOTIN' DANCEHALL	THE OUTHOUSES	MARKET ROW VENDOR BOOTH

SPONSOR INFORMATION

Organization Name:

Contact Name:

Email Address:

Phone Number:

AGREEMENT

By signing below, you confirm your commitment as a sponsor for the selected opportunity and agree to the terms outlined above. This form constitutes a binding contract between your organization and Uptown Dallas Inc

Signature:

Date:

HAVE A BOLD IDEA THAT'S NOT LISTED?

We're all ears. We welcome custom-built partnerships that elevate both your brand and the overall guest experience. Let's create something unforgettable together.

All sponsorships must be confirmed by August 15, 2025, to ensure full activation and inclusion in event materials. Each sponsor will receive professionally captured photos of their brand's presence and activation at the event — perfect for your own recaps, reels, and case studies.



FOR QUESTIONS OR ASSISTANCE, PLEASE CONTACT BAILEY CRIADO
AT CRIADO@UPTOWNDALLAS.NET OR (214)871-2825