

Corporate Booth

Opportunities



44th annual

North Texas Irish Festival

March 6th ~ 8th, 2026

Fair Park, Dallas

NTIF at a Glance

- ♣ The North Texas Irish Festival is held annually at Fair Park during the first weekend of March and is one of the largest cultural festivals held in the Dallas - Fort Worth area.
- ♣ Since originating in 1983 at a small local establishment on Oak Lawn in Dallas, the event has grown to become one of the largest and most respected Celtic-oriented festivals in the United States with more than 45,000 annual visitors.
- ♣ More than 400 volunteers combine their efforts each year to produce the three-day festival.
- ♣ Over the years music and dance performances have included internationally recognized performers from Ireland, Scotland, England, Isle of Man, Spain, Australia, and Canada.
- ♣ The festival is managed and staffed by volunteers with contract labor in key areas.
- ♣ Neither the SCMA nor the NTIF employ any paid staff.



Benefits

Participation in the North Texas Irish Festival gives companies the opportunity to showcase their products in front of a large, demographically diverse audience.

Benefits of this type of in-person exposure include:

- ♣ Exposure to potential new clientele
- ♣ Opportunities to win over customers from competing brands

90 percent of U.S. consumers say they would switch brands to one associated with a cause, given comparable price and quality.

- ♣ Higher consumer willingness to pay

55 percent of on-line consumers would pay more for product or service offerings when a company is associated with social impact.


Corporate Sales Booth

Corporate sales booths are offered to companies wishing to promote products to a wide range of potential customers.

Booths are available inside two of the largest buildings within Fair Park or outside in the esplanade.

Booth sizes are typically 10'x10' or 10'x20' although accommodation can be made for larger spaces for display trailers or other vehicles.

Pricing details available upon request to Vendor@NTIF.org.

An Irish flag with green, white, and orange horizontal stripes is flying on a white flagpole against a clear blue sky. The flag is positioned on the right side of the frame, with the pole extending vertically.

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For more information please contact

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Photographs courtesy of

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