

**FROSTIVAL**

AT HOWELL FAMILY FARMS

# *Media Kit*

2025

FROSTIVALTEXAS.COM

@FROSTIVALTEXAS

# About Frostival

Frostival is a fully immersive, interactive, walk-through Christmas experience at Howell Family Farms in Arlington, Texas. A historic, family-run farm with over 100 years of Texas heritage. Known for Pumpkin Nights and now Frostival, the farm creates seasonal events designed for families to connect, explore, and make memories.

The entire property transforms into a winter wonderland filled with millions of lights, festive displays, live characters, photo ops with Santa, reindeer, immersive trails, hot chocolate, and surprises around every corner.

It's not just a light show – it's a Christmas world you can step into.

## EVENT DETAILS

Location: Howell Family Farms

Dates: November 29 - December 28, 2025

Tickets: [FrostivalTexas.com](https://www.frostivaltexas.com)

## TICKET PRICING

Weekday:

Adult \$19

Child \$14 (age 4-11)

VIP \$30-40

Family Pass \$55 (2 adults + 2 children)

Weekend:

Adult \$24

Child \$16 (age 4-11)

VIP \$30-40

Family Pass \$65 (2 adults + 2 children)



# Highlights

*"Frostival is truly special because it is interactive. This isn't just a light show — it's an entire Christmas world guests can step into, explore, and take part in."*



Millions of Christmas Lights and Immersive light trails



The most Instagramable Christmas event EVER! Create unforgettable memories with family and friends



Meet & take photos with Santa Clause in his cozy home



Be amazed during the fire & ice show



Sip on steaming hot chocolate & enjoy other cozy holiday beverages & treats



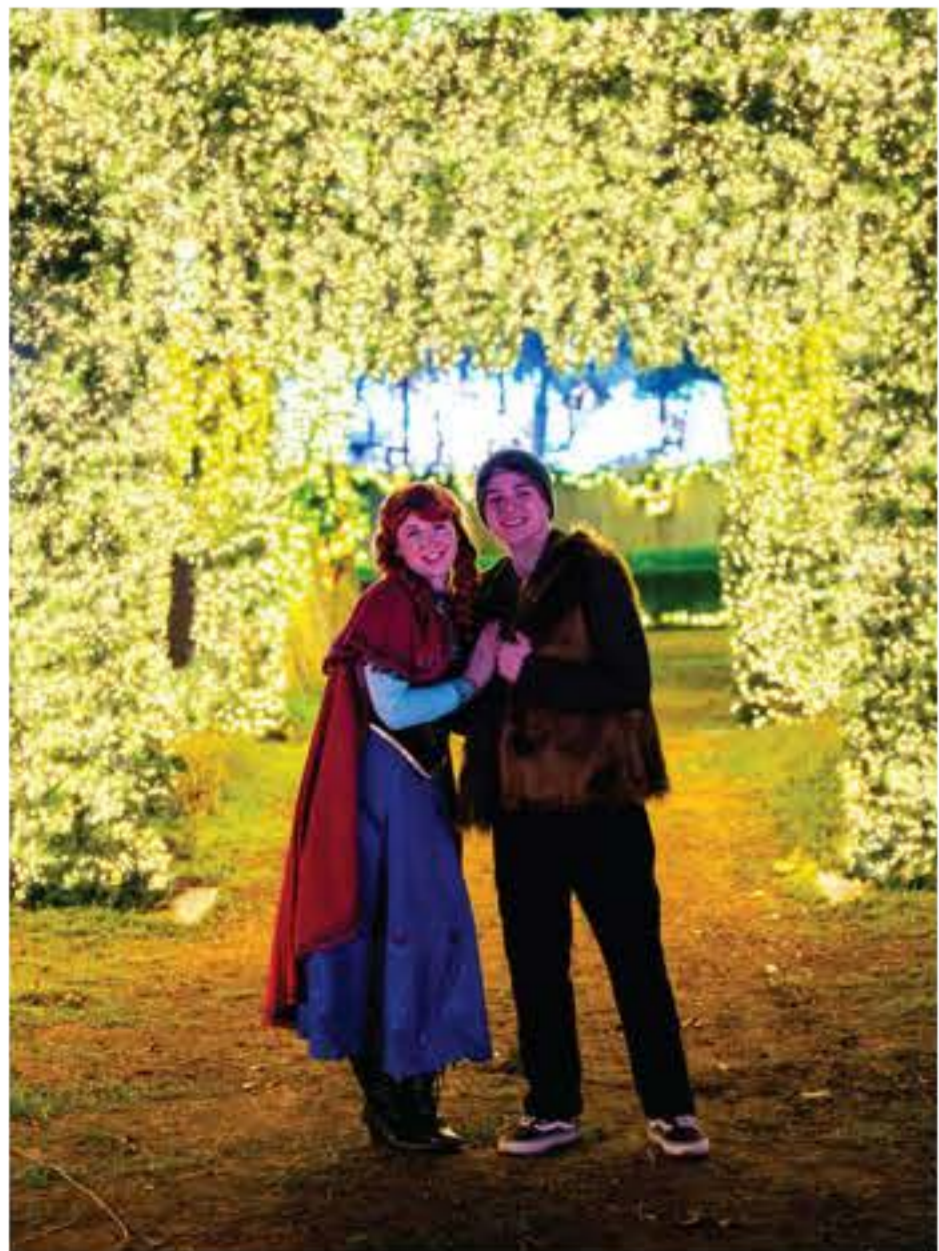
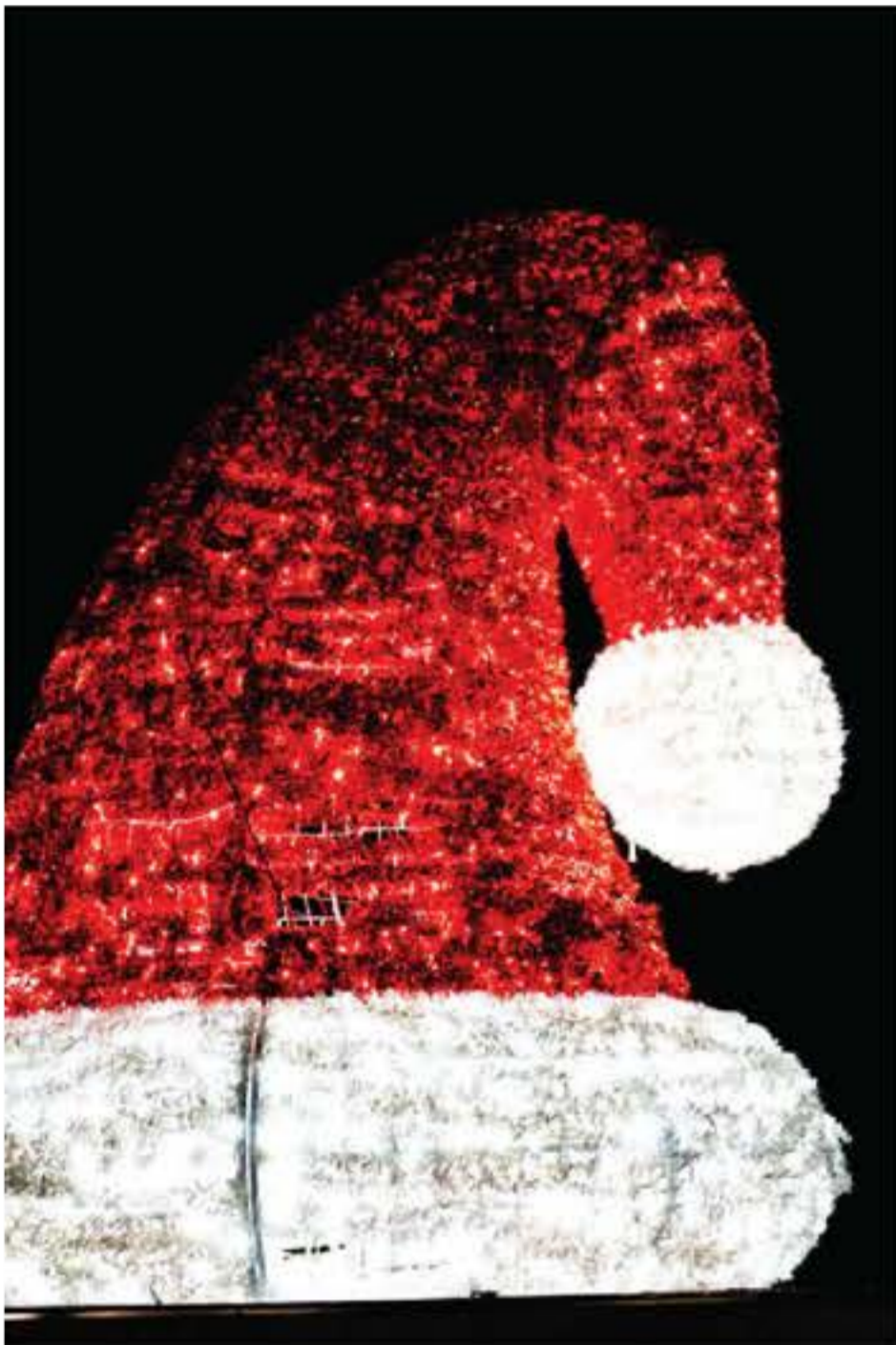
Give Santa's reindeer & other furry friends lots of love



Get to know your favorite Christmas characters as they guide you through the event



Take a ride on a 200 foot Holiday slide & enjoy other family friendly activities



# Content Highlight Ideas

## 1. "COME WITH ME" MINI-VLOG

Format: Reels/TikTok

Things to Capture: Entry sign / light tunnels / reindeer / characters / Santa / hot chocolate cheers / POV on the Holiday slide

## 2. TOP 5 MAGICAL MOMENTS AT FROSTIVAL COUNTDOWN

Format: Reel, TikTok, or Carousel

Things to Capture: Holiday slide / sipping on hot chocolate / thousands of lights / reindeer / meeting Santa / memories made

## 3. MOST INSTAGRAMABLE SPOTS AT FROSTIVAL GUIDE

Format: Carousel for Instagram

Things to Capture: Light tunnel / oversized Holiday installations / Santa's photo area / Santa's giant hat / friendly animals

## 4. SANTA INTERVIEW (SHORT & FUN)

Format: Reels/TikTok

Ideas: "Santa are we on the nice list?" / "How many elves live at the North Pole with you?" / "Are you lactose intolerant?"

## 5. POV MOMENTS

Format: TikTok/Reels

Ideas: POV: You're walking through millions of Christmas lights / POV: You're a kid seeing Santa for the first time / POV: You found the cutest holiday date night spot

## 6. CHARACTER INTERACTION CLIPS

Format: Reels/TikTok

Ideas: Let a character take over the vlog for 5 seconds

## 7. FAMILY REACTIONS COMPILATION

Format: Reels/TikTok, or Carousel

Things to Capture: Kids laughing with characters / first time seeing the lights / meeting Santa / writing a note to Santa / going down the Holiday Slide / drinking hot chocolate / Fire & Ice show

## 8. "IF YOU'RE GOING TO FROSTIVAL, HERE ARE MY TIPS"

Format: Carousel or Talking Reel

Ideas: Go right at sunset for the best photos / Grab a hot cozy drink early (shorter lines) / save Santa for the end / Wear comfy shoes / save time for a little Christmas shopping

## 9. TRANSITION VIDEOS

Format: TikTok/Reels

Ideas: Snap - teleported into Frostival / Close the door at home - open into Frostival / Before/after Christmas glow-up outfit

## 10. "HIDDEN MOMENTS YOU MIGHT MISS"

Format: Reel/TikTok

Things to Capture: The tucked-away mini scenes / smaller character interactions / unique light effects / vendors / food & drink

# Brand Language

## TALKING POINTS FOR CAPTIONS & STORIES

### WHAT FROSTIVAL IS

- Frostival is a fully immersive Christmas wonderland where every corner has been transformed into a world of sparkling magic and holiday storytelling.
- Frostival isn't just a light show—it's a Christmas adventure you can get lost in.

### WHAT YOU'LL DISCOVER

- Guests step into an illuminated landscape filled with millions of lights, festive displays, and interactive scenes that bring the spirit of the season to life.
- Along the way, visitors discover joyful surprises—live reindeer, charming holiday characters, hands-on activities, cozy treats like homemade hot chocolate, whimsical photo ops, and a heartwarming visit with Santa himself.

### WHAT MAKES IT FAMILY-FRIENDLY

- Gentle pacing so kids can roam, discover, and explore.
- Interactive moments with characters designed to keep children engaged.
- A warm, welcoming environment rooted in Howell Family Farms' tradition.

### VIBE

Magical / Interactive / Family-friendly / Instagrammable / Whimsical

## PERFECT FOR:

Families  
Date Nights  
Holiday Photos  
Group Outings  
Christmas Lovers

# Socials

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## CONTACT

Media inquiries, interviews, or on-site coverage opportunities please contact:  
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