BECOME A VENDOR
EAT. DRINK. SHOP. PLAY.
WHAT IS FAREGROUND?

Fareground at One Eleven Congress is Austin’s first food hall. It is an incubator defined by people, passion, and possibility - a space where restauranteurs come to grow and scale their business. A gathering space of food and culture. A place where neighbors, locals, artists, and tourists alike come to find a community they can call their own.

Located on the near steps of Downtown Austin, Fareground is a unique food hall that shows off the true heart of the Austin culinary experience. The chic space features an open concept with wooden armature paired with a spacious lawn to hold social, corporate, and community gatherings.
WHY FAREGROUND?

6 / 120

6 eateries and over 120 freshly made dishes from the Americas, Europe, Asia, and the Middle East

2

2 bars; one with an all-day coffee offering and another with happy hours under Austin's iconic oak trees

10 - 500

Event and catering services for 10 - 500 guests or more

25,000

25,000+ square feet of space designed by world renowned principal architect Michael Hsu

curated

Specialty retail from local Austin artisans and craftspeople
FAREGROUND INTERIOR SCHEMATIC
BECOME A VENDOR
OUR RETAIL CARTS

Showcase your brand with our bespoke retail carts, each designed for versatility and positioned in high traffic footfall areas within Fareground. Our retail carts enjoy all of the same vendors benefits afforded to Fareground tenants, including but not limited to: dedicated marketing/pr teams, multi-channel communication and sales channels including Fareground’s website and Instagram, storage and more.

DIMENSIONS
Height
Width
Shelving
Locked Storage
H90”
L72” x W37.5”
L58’’ x W7’’
L58’’ x W37.5” x H24’’

YOU PROVIDE
Insurance, Staffing, Product, POS (Toast or other PCI compliant product)
Activated cart during our opening hours 11am-9pm daily

WE PROVIDE
Security, overnight cleaning, storage, marketing

DURATION
6 Month Lease
1 Month Popup
TENANT BENEFITS

GENERAL

EMPLOYEE MEAL DISCOUNTS
LOCATION - BUSIEST INTERSECTION IN DOWNTOWN AUSTIN
FULL MARKETING/PR/DIGITAL TEAM
CLOSED FOR NATIONAL HOLIDAYS
HEAVILY DISCOUNTED PARKING
MULTI-CHANNEL SALES PLATFORMS

COMMUNAL SPACE

COMMERCIAL DISHWASHER
300 SQ FT COMMISSARY KITCHEN ACCESS
BUILT-IN WALK-IN COOLER WITH STORAGE
COMMUNAL FREEZER STORAGE
LET’S CHAT

NEXT STEPS

LET US KNOW YOUR THOUGHTS AND THANK YOU FOR THE OPPORTUNITY TO SHARE THE FAREGROUND BRAND WITH YOU.

GET IN TOUCH

MARKETING@FAREGROUNDAUSTIN.COM
THANK YOU