

FOR IMMEDIATE RELEASE | April 22, 2025

North Texas Youth Now Have Free Access To 20+ Sporting Events Through Dallas Sports Commission

Young fans can sign up now for the program that has distributed 15,000 tickets since 2022

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DALLAS, April 22, 2025 – Registration for the Mayor’s Youth Sports Ticket Program for 2025 is open. Operated by the Dallas Sports Commission (DSC), this initiative has distributed more than 15,000 free tickets to area youth to attend professional sporting events since it was started in 2022. In the first three months of this year, the program has already distributed 3,900 tickets.

Tickets, which are distributed on a first-come first-served basis and good for a single event, offer underserved youth aged 12-17 and their chaperone the chance to experience the excitement of professional athletics in the North Texas region. Participants must be Dallas residents.

"We're excited to continue to facilitate this program to benefit the youth of our community," said Monica Paul, Executive Director, with Dallas Sports Commission. "One of our primary goals as an organization is to provide opportunity through sport to our community, and we're thrilled to extend those efforts through the Mayor's Youth Sports Ticket Program."

Three dozen dedicated partner organizations support the Mayor’s Youth Sports Ticket Program. Partner organizations include Allen Americans - ECHL, American Airlines Center, CONCACAF, Dallas Baptist University, Dallas Cowboys/AT&T Stadium, Dallas Mavericks, Dallas Sidekicks, Dallas Stars, Dallas Trinity FC, Dallas Wings, FC Dallas, First Responder Bowl, Frisco Roughriders, Globe Life Field, MEXTour, National Soccer Hall of Fame, PGA of America, SMU, State Fair Classic, Texas Legends, Texas Motor Speedway, Texas Motorplex in Ennis, Texas Rangers, The Ascendent LPGA, University of Dallas, University of Texas at Dallas, USA Pickleball, Arlington Renegades - UFL.

"Professional sports bind us together as a city," said Dallas Mayor Eric L. Johnson. "Walk into any school in Dallas, and you'll see kids proudly wearing the jerseys of their hometown heroes. These athletes inspire civic pride and teach our youth the value of discipline, resilience, and teamwork. That's why I am proud to partner with the Dallas Sports Commission to offer more of our city's youth the chance to witness the excitement of Dallas sports firsthand."

In 2025, the Mayor’s Youth Sports Ticket Program will offer access to more than 20

sporting events, including Dallas Trinity FC matches, the thrilling NASCAR races at Texas Motor Speedway in May, and the high-energy Concacaf Gold Cup. The DSC publishes all sports experience opportunities to registrants.

“The Mayor’s Youth Sports Ticket Program has given our family the opportunity to attend sporting events we might not have ever been able to attend,” said Kristy Serrano, whose 13-year-old son, Diego, is a participant in the program. “It has introduced us to sports we didn’t know anything about before we attended them.”

For teams, sports organizations, or events that want to take part in the Mayor's Youth Sports Ticket Program, please reach out to the DSC at ticketprogram@dallasports.org. Learn more and apply to the Mayor's Youth Sports Ticket Program [here](#).

About Dallas Sports Commission

The Dallas Sports Commission pursues amateur, grassroots, collegiate and professional championship events, positioning Dallas as the premier sports destination. A division of Visit Dallas, the Dallas Sports Commission focuses on generating economic impact as well as improving the quality of life within the community through sports. For more information, visit www.dallasports.org

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