

92ND ANNUAL TEXAS ROSE FESTIVAL



OCTOBER 16-19, 2025

QUEEN

AVERY CRAFT ARMSTRONG



TEXASROSEFESTIVAL.ORG

TEXAS ROSE FESTIVAL 2025

Since its beginning in 1933, the Texas Rose Festival has represented the spirit that brings Tyler together as a community.

Rich in heritage and tradition, the Festival offers enchanting ceremonial events – the Queen’s Coronation, Ribbon Cutting and Rose Presentation, the Queen’s Tea, and the Rose Parade – all amidst a backdrop of brilliant roses as vibrant and colorful as the community they represent.

We invite you to join us this year as the City of Roses celebrates its 92nd Annual Texas Rose Festival October 16-19, 2025.

FESTIVAL OFFICIALS

President: Mr. Michael C. Young

Executive Vice President, Coronation: Mr. Davis S. Dial

Vice President, Rose Show: Mr. Herbert A. Yarbrough III

Vice President, Men’s Luncheon: Dr. Charles G. Stone, Jr.

Vice President, Past President’s Reception: Mr. Clark C. Hampe, Jr.

Strutters’ President: Mr. William Carter Robbins

Administrative Assistant: Mrs. Nicole Dickerson Robbins

Executive Director: Mrs. Elizabeth Hill Ballard

ASSOCIATED ACTIVITIES

Order of the Rose President: Mr. James E. Abell

PHOTOS

Top

*The Armstrong Family (L to R)
Pierce, Alec, Queen Avery,
Blake and Kelli*

Middle

*2025 Executive Board (L to R)
Charles Stone, Jr.,
Trey Yarbrough,
President Michael Young,
Liz Ballard, David Dial,
Clark Hampe, Jr.*

Bottom

*The Dial Family (L to R)
Michelle, David,
Princess Mary-Michael,
Jack and Merritt*



Mary-Michael Dial
Princess of the Texas Rose Festival

Photography by James French Photography



Photography by James French Photography

RIBBON CUTTING AND ROSE PRESENTATION

LOCATION

420 Rose Park Drive
Tyler, Texas 75702

DATES AND HOURS

Thursday, October 16 -
Saturday, October 18
10:00 a.m. - 5:00 p.m.

Sunday, October 19
Noon - 4:00 p.m.



2024 UT Tyler Rose Scholars

The Rose Presentation is an exquisite display of abundant rose blooms paired with the theme "A Tapestry of Tales" that is sure to be the most amazing Rose Show yet! This event is free to the public and open for viewing during the Texas Rose Festival.



TYLER ROSE MUSEUM

LOCATION

420 Rose Park Drive
Tyler, Texas 75702

HOURS

Monday through Friday:
9:00 a.m. - 4:30 p.m.
(Closed on Sunday & Mondays
November through Mid-March)

Saturday:

10:00 a.m. - 4:30 p.m.

Sunday:

1:30 - 4:30 p.m.

During the Texas Rose Festival,
museum will remain open until 5:00 p.m.



The Tyler Rose Museum was developed to preserve and display the history of Tyler's Rose Growing Industry and the Texas Rose Festival. The Texas Rose Festival history and memorabilia is housed in the museum featuring fabulous costumes and items acquired since the first festival in 1933. The Texas Rose Festival is to this day a volunteer based organization that promotes pride of Tyler and Smith County and the history of the Rose Growers Industry.



Photography by James French Photography



92ND ANNUAL TEXAS ROSE FESTIVAL • OCTOBER 16-19, 2025

THURSDAY, OCTOBER 16

10:00 am: 92nd Texas Rose Festival Ribbon Cutting and Morning Prayer Service

Rose Garden Center • 903-597-3130
Free admission, open to the public.

9:00 am - 5:00 pm: Texas Rose Festival Rose Display

Rose Garden Center • 903-597-3130 • Free admission.
Texasrosefestival.org

9:00 am - 5:00 pm: Palette of Roses Art Show & Sale

Art Show and sale of Palette of Roses art work done in different media. Rose Garden Center • Free admission.
Paletteofrosesartleague.com

FRIDAY, OCTOBER 17

9:00 am - 5:00 pm: Texas Rose Festival Rose Display

Rose Garden Center • 903-597-3130 • Free admission.
Texasrosefestival.org

9:00 am - 5:00 pm: Palette of Roses Art Show & Sale

Art Show and sale of Palette of Roses art work done in different media. Rose Garden Center • Free admission.
Paletteofrosesartleague.com

11:15 am: Texas Rose Festival Men's Luncheon

Cascades of Texas, 4511 Briarwood Road
Tickets required: \$75 and up. Texasrosefestival.org
Tickets go on sale September 2.

11:30 am: Texas Rose Festival Ladies' Luncheon

The CrossWalk at Green Acres Baptist Church
Tickets required - \$75 and up. Texasrosefestival.org
Tickets go on sale September 2.

2:00 pm: Texas Rose Festival Matinee Coronation

R. Don Cowan Fine & Performing Arts Center, 903-566-7424,
3900 University Blvd. Tickets required - \$15-\$50
Texasrosefestival.org • Tickets go on sale September 2.

7:00 pm: Texas Rose Festival Evening Coronation

R. Don Cowan Fine & Performing Arts Center, 903-566-7424
3900 University Blvd., Tickets required - \$30-\$85,
Texasrosefestival.org • Tickets go on sale September 2.

SATURDAY, OCTOBER 18

9:00 am: Texas Rose Festival Pre-Parade Activities

CHRISTUS Trinity Mother Frances Rose Stadium • 903-597-3130

9:00 am: Texas Rose Festival Parade sponsored by KETK-TV - NBC

West from Glenwood Blvd. & Front St. • 903-597-3130 Parade Route: Free
East Side Reserved Stadium • Seating Tickets: \$10 Texasrosefestival.org
Tickets go on sale September 2.

9:00 am - 5:00 pm: Texas Rose Festival Rose Display

Rose Garden Center • 903-597-3130
Free admission. Texasrosefestival.org

9:00 am - 4:00 pm: Palette of Roses Art Show & Sale

Art Show and sale of Palette of Roses art work done in different media.
Rose Garden Center • Free admission. Paletteofrosesartleague.com

9:00 am - 5:00 pm: Rose Festival Arts & Crafts Fair

More than 75 vendors will provide handmade items such as
creative art, jewelry, photography, mixed media, food, wood and more.
Free admission (kids zone & concessions for a fee). Bergfeld Park,
1510 S College, 903.531.1214, www.TylerParksAndRec.com

10:00 am - 4:00 pm: Tyler's Old Rose Open House at the historic Goodman-LeGrand House Vintage Rose Festival Dress Display

October 11-November 1, Tuesday-Saturday 10:00 am-4:00 pm
624 N Broadway Ave • 903.531.1286 • www.GoodmanMuseum.com
Donations accepted.

1:00 pm - 3:00 pm: Texas Rose Festival Queen's Tea

Tyler Municipal Rose Garden • 903-597-3130 • Free admission.
Texasrosefestival.org

1:00 pm - 3:00 pm: Master Gardeners Rose Garden Tour

Tyler Municipal Rose Garden • 903-597-3130 • Free admission.
Open to the public • Texasrosefestival.org

SUNDAY, OCTOBER 19

11:00 am - 5:00 pm: Rose Festival Arts & Crafts Fair

More than 75 vendors will provide handmade items such as
creative art, jewelry, photography, mixed media, food, wood and more.
Free admission (kids zone & concessions for a fee). Bergfeld Park,
1510 S College, 903.531.1214, www.TylerParksAndRec.com

Noon - 4:00 pm: Texas Rose Festival Rose Display

Rose Garden Center • 420 Rose Park Dr. • 903-597-3130
Free admission.

TICKET INFORMATION

The following event tickets will be available for purchase through the Cowan Center Box Office, beginning September 2, 2025:

Friday, October 17, 2025

- 11:15 a.m. – Men's Luncheon
- 11:30 a.m. – Ladies' Luncheon
- 2:00 p.m. – Matinee Coronation
- 7:00 p.m. – Evening Coronation

Saturday, October 18, 2025

- 9:00 a.m. – Pre-Parade Activities in CHRISTUS Trinity Mother Frances Rose Stadium
- 9:00 a.m. – Parade begins, sponsored by KETK-TV.

Ticket Purchase Location:

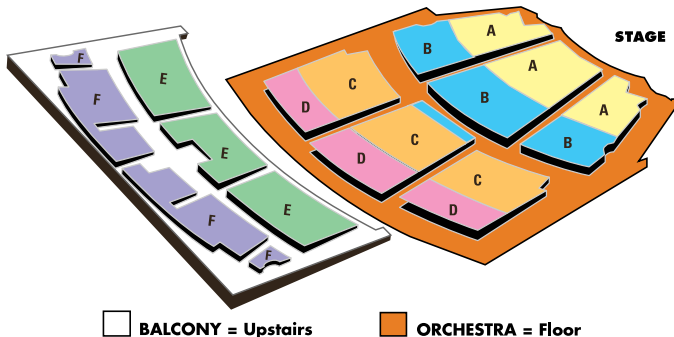
University of Texas at Tyler
Cowan Center Box Office
3900 University Blvd. • Tyler, Texas 75799

Hours:

Monday through Friday
9:00 a.m. - 4:00 p.m.
Phone: 903-566-7424
Fax: 903-566-7134

Online Orders:

www.texasrosefestival.org
(Beginning September 2, 2025)



THE QUEEN'S TEA

The Tea is an opportunity to meet the Rose Queen and her Court in their full coronation costumes. It is traditionally hosted by the Queen's family and the Texas Rose Festival. The public is invited to attend free of charge. It is an opportunity to showcase the 14-acre Tyler Rose Garden all in bloom.

LOCATION

Tyler Municipal Rose Garden, Queen's Court
420 Rose Park Drive
Tyler, Texas 75702

DATES AND HOURS

Saturday, October 18, 2025
1:00 - 3:00 p.m.



Photography by James French Photography





THE CORONATION

The Coronation is an impressive theatrical experience that always inspires visitors of all ages. Each year boasts a unique theme with gorgeous gowns, incredible staging and an intriguing story that makes this a must-see event every year.

DATES AND HOURS

Friday, October 17, 2025

2:00 p.m. – Matinee Coronation

7:00 p.m. – Evening Coronation

TICKET INFORMATION

Available for purchase on September 2, 2025

Web: www.texasrosefestival.org

Phone: 903-566-7424

In Person: University of Texas at Tyler

Cowan Center Box Office

3900 University Blvd., Tyler, Texas 75799

THE PARADE

The parade is one of the community's favorite events! It hosts more than 120 parade entries with custom parade floats for the Queen and her court, color guards, bands, car clubs, dance teams, Shriners and dignitaries. The parade is proudly televised and sponsored by KETK-TV.

DATES AND HOURS

Saturday, October 18, 2025

9:00 a.m. – Pre-Parade Activities to CHRISTUS Trinity Mother Frances Rose Stadium

9:00 a.m. – Parade Begins

STADIUM SEATING TICKETS

Home Side Seating \$10

Parade Route – No Seats: Free

TICKET INFORMATION

Available for purchase in advance on September 2, 2025

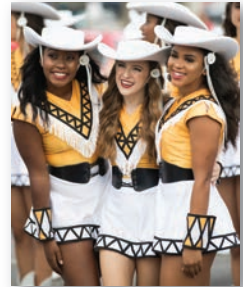
Web: texasrosefestival.org

Phone: 903-566-7424

In Person: University of Texas at Tyler, Cowan Center Box Office
3900 University Blvd.
Tyler, Texas 75799

OR at the Event:

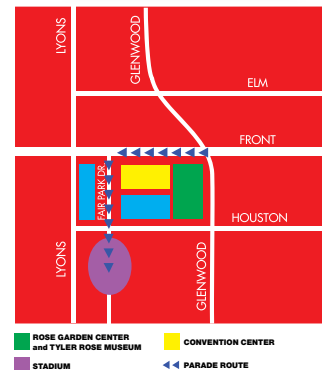
CHRISTUS Trinity Mother Frances Rose Stadium
400 Fair Park Drive,
Tyler, Texas 75702



Photography by James French Photography



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Explore Tyler's charm as you drive our historic brick streets, browse our antique shops, and peruse our specialty stores. Enjoy natural beauty at our multiple lakes, golf courses, and campgrounds. Centrally located in northeast Texas, Tyler serves as a regional hub with convenient access to major cities—perfect for your vacation, weekend getaway or meeting. Come experience it firsthand and see for yourself. It all starts with a visit!

Learn about all the fun things Tyler



has to offer:
visitt Tyler.com



TYLER

