

THIRD ANNUAL



AND SHAMROCK RUN 5K

Saturday, March 14th, 8am-4pm

TUPPS Brewery



# McKinney St. Patrick's Day Festival 2019

# WHAT, WHERE, WHEN



- FREE to attend, family friendly and open to the public!
- Local Irish Bands, Irish dance performances from local dance studios, delicious food, 60 local shops, boutiques and business partners, costume contests, and of course green beer!
- A portion of the proceeds from our Shamrock Run 5K benefits McKinney's very own, The Warriors Keep!

# GOALS, NUMBERS, OBJECTIVES



- 2018 (inaugural year): 5,000 people in total attendance
- 2019 (2nd year): 6,000 in attendance

Both were a huge success and we expect to increase our attendance in 2020!

Event Objective: to create a community event that will showcase McKinney's value, increase the quality of life for McKinney residents through fun community interactions, to attract visitors to the City of McKinney and to create a staple event that residents, local business owners and McKinney visitors look forward to every year!



This event gives McKinney's small business owners, restaurants, artists, dance studios and so many others an opportunity to showcase their businesses to McKinney residents and visitors.



# GOALS, NUMBERS, OBJECTIVES



The event will showcase McKinney as a unique, fun, and cool destination for events! We had thousands of visitors from all over DFW last year & our goal is to grow that number year after year while also increasing our attendance with McKinney locals.



The advertising grant would allow us the opportunity to advertise this great McKinney event to the DFW metroplex. Here's how we'd use the advertising grant:

Printed Flyers \$100.00

Impactful Social Media Campaign \$4,000.00

Community Impact \$4,000.00

Event Website \$200.00

Magazines \$2,400.00

Local Radio \$1,500.00

McKinney Bloggers \$300.00

Press Releases \$300.00

Promotional Video \$1,000.00

Mass Emails \$1,200.00





## CELEBRATE ST. PAT'S IN MCKINNEY, TX!

The inaugural and 2<sup>nd</sup> Annual event proved that this event is a home run for our community. It promotes tourism and promotes local businesses.



We would love to grow this event further and that would be possible with the support from the MCDC advertising grant.



Thank you for your consideration and we hope that you'll join us on March 14<sup>th</sup> to celebrate St. Patrick's Day in McKinney, Texas.

THANK YOU FOR YOUR CONSIDERATION!

