



YELLOW WOOD

MUSIC & OUTDOORS FESTIVAL





SBG Hospitality is an event production and marketing company from McKinney, Texas. Our current McKinney festivals include:

McKinney Wine & Music Festival

McKinney Brunch Fest

McKinney St. Patrick's Day Festival & Shamrock Run

We plan community events that

- 1) drive traffic and visitors to the city, increasing sales for hotels, b-n-b's, restaurants and shops
- 2) impact McKinney residents quality of life.

We partner with McKinney restaurants, artisans, boutiques and larger businesses to increase their brand awareness and sales. McKinney event partners love our festivals and only have **WONDERFUL** things to say about the events and our partnerships!

Our next McKinney festival is the **Yellow Wood Music & Outdoors Festival** held at Myers Park. The festival is a two day event encouraging out of town visitors to stay in McKinney over Memorial Day weekend. The festival will combine great music with the great outdoors! All of the amenities will be utilized at Myers Park including the pond, amphitheatre, Myers Woods, running field and herb gardens.



YELLOW WOOD

ABOUT

Yellow Wood is a lifestyle festival that combines great music with the great outdoors. The festival is packed with two days worth of excitement. You can participate in over 100 recreation activities, take a cooking class, browse through the artisan village, learn from outdoor enthusiasts and experts, enjoy a farm to table dinner or just chill out and listen to music with a craft beer. You choose your activities and seek your adventure.

GOALS

Our goal is to see 4,000 people at the inaugural Yellow Wood Festival and we would like to grow to 6,000 attendees in 2019. The festival is modeled after outdoor and recreation festivals planned by City parks/recreation departments and private planners across the country. These festivals host 30,000-40,000 people at each event.

AUDIENCE

The festival is open to anyone who would like to attend. Our brand targets those 30-40 years old who enjoy the outdoors, recreation and live music. Our broader advertising efforts will target those 28-50 years old. Our core attendees like outdoor and 'live simply' style brands including-Patagonia, REI, and local small businesses. They appreciate farm to table inspired meals, shopping locally with smaller businesses and boutiques and experiencing outdoor recreation.

OBJECTIVE

The overall objective is to create an amazing event experience that adds value and happiness to the lives of our event attendees. We want to promote the city of McKinney as being a destination for great events, outdoor recreation, great small businesses and the best restaurants.

BIG PICTURE

Yellow Wood aspires to be the first 'traveling' lifestyle festival focusing on music and outdoors. In 2018 destinations include McKinney, TX & Austin, TX. In 2019 Denver, CO and Grayton Beach, FL will be added. We would like to be in 12 cities within 5 years and McKinney, TX will be advertised as an event destination across all of our marketing platforms.



TOURISM

The festival will be held over Memorial Day weekend on May 26th and May 27th, 2018. The event will partner with local hotels and bed and breakfasts to encourage attendees to participate in both days of the festival. We'll create hotel room blocks for the festival, incentives and packages with the bed and breakfasts and will even provide a shuttle bus to and from hotels.

After hours events at the festival grounds will encourage attendees to stay in McKinney.

The outcome of this partnership will include hotel room sales for the city of McKinney, increased spending with McKinney restaurants and an increase in sales for local business and boutiques.

The advertising for the festival will promote McKinney as a destination for fun events, live music, great restaurants, recreation and shopping.





ACTIVITIES



MUSIC

The music inspired festival will showcase a variety of local #homegrown Texas talent. We especially love folk rock, blue grass, southern soul and indie folk.

Musicians will be playing throughout the festival. The full lineup will be listed on the event website and on the stage signage.



FOOD + BEVERAGE

Our brand prides itself on quality products and experiences. Food and beverage is a big part of that experience.

The festival will feature a wide variety of McKinney restaurants, chefs, food trucks, culinary experts, wineries and breweries.



RECREATION

There will be over 100 recreation and outdoors themed activities at the festival for people to enjoy!

Examples include:

Paddleboarding, sunset yoga, fly fishing, mountain biking, axe throwing, and a craft beer themed relay race.

The entire event will feature a recreation scavenger hunt and a prize will be awarded at the end of each day to the scavenger hunt winner.



ACTIVITIES



CLASSES

Recreation, outdoors, and culinary experts will lead classes throughout the festival. We'll partner with people like Patagonia and REI that will lead classes on how to pack a backpack and how to set up a camp. Local chefs will lead cooking demonstrations, local restaurants will teach mixology 101 with herbs, and recreation experts will lead a variety of discussions.



DEMONSTRATIONS

In addition to the 100 recreation activities we'll have non-stop demos happening throughout the festival.

You can watch a Paul Bunyan themed show, watch bmx bike riding in action or watch experts tie flies at the pond where the fly fishing demos happen every three hours.



AFTER HOURS EVENTS

The day will wind down with a farm to table dinner set up outdoors under the moonlight.

We'll have an acoustic guitarist, farm to table food, and wine and beer from Tupps and McKinney Wineries. After The farm to table dinner, guests can join us for a barnyard party at the Myers 'Pole Barn' which will feature live music, dessert and dancing.



TICKETS

The event costs \$25 per person and includes all activities throughout the day. F+B is not included.

Free for attendees 17 and younger.

Tickets include:
live music
100+ recreation activities
classes
artisan village
demonstrations

The farm to table dinner and barnyard party will be an additional fee.

A portion of event proceeds will benefit Project Healing Waters.



SEEK YOUR ADVENTURE

Join us May 27th-May 28, 2018 at Myers Park in McKinney, Texas,

Saturday: 8am-11pm
Sunday: 11am-3pm



ADVERTISING TIMELINE + EVALUATING SUCCESS

FEBRUARY

Facebook and google ads begin.

MARCH

Print ads in magazines begin.(Frisco Style, McKinney magazines, D Magazine and local recreation publications). Online media ads begin with the Dallas Observer and D Magazine. Vendor participation in smaller DFW outdoor events begin. March 17th Pandora Radio begin.

APRIL

Paid ads with instagram outdoors/recreation influencers begin. Local radio ads begin. Advertising with NRPA begins. Printed flyers posted in recreation stores.

MAY

Paid push with bloggers begin. Facebook and google ads are increased.

The events success will be measured by

Event attendance

Social media following

Feedback from attendees, participating businesses, sponsors, vendors, restaurants, hotels and bed and breakfasts.

Event surveys will be shared on social media and the event website for the general public. Event surveys for our participating businesses, hotels, etc will be shared directly in their inbox.

The survey will show us where people are from, how likely they are to attend again, and how much they enjoyed the festival overall.

Color coded wristbands and online ticket sales will help us track where our attendees are coming from.



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