

NCAA D2 National Football Championship in McKinney, TX December 21, 2019



Ingredients for Success



Visitors & Visitors & Visitors, Oh My!



\$1.1+ million in economic impact!

4300 attendees in 2018
Goal of 5300 in 2019



NCAA D2 Events

Shop & Dine



**TACOS, TEQUILA
+ CERVEZA**

SATURDAY, DECEMBER 15
MCKINNEY, TEXAS

FOR PARTICIPATING RESTAURANTS:
D2MCKINNEY.COM

A promotional graphic for a community event. It features a red background with white text. On the right side, there is a photograph of a plate of tacos and several glasses of beer.

Championship Game



Community
Involvement



Fan Fest



Digital Marketing



D2 Super Fan Quiz
How well do you know D2 football?
Take our quick quiz for a chance to **WIN a \$50 GIFT CARD!**

Take our quiz to be entered to win. One quiz per Facebook user. Get extra entries by referring your friends.



Win a Prize of Your Choice
to go to the 2018 NCAA DII Football
Championship Game in style.

Tell us why you're the biggest fan.

Super Fan Prize #1 (\$400+ Value):

- 2 General Admission Tickets
- 1 Parking Pass
- Romance Hotel Package
- 3-Course Dinner
- \$50 Gift Card

Super Fan Prize #2 (\$200+ Value):

- Apple AirPods
- \$50 Gift Card

Being Social



Money, Money, Money, Money

- Goal: Reaching a larger audience by marketing the game, and events surrounding the game, to generate an increase in visitors to McKinney.
- Benefits:
 - Business community
 - City
 - Community



\$15,000 from MCDC will provide:

- Ability to update website with “Plan Your Trip” section
- Expand digital targeted marketing reach
- Generate greater digital ad presence
- Provide opportunity for marketing in DFW metropolitan area
- The Ticket Radio

End Result:
More visitors = More \$\$

