



SBG
Hospitality

MCDC
MCKINNEY COMMUNITY
DEVELOPMENT CORPORATION

LIVE MUSIC AND WINE TASTING IN MCKINNEY



The McKinney Wine and Music Festival is back for its 8th year! The 8th Annual celebration is moving to District 121 in McKinney!

McKinney residents and visitors are invited to experience live music and wine tasting on October 12th from 12pm-6pm at District 121 in McKinney, TX!



We believe the venue is a fantastic location for the festival offering a state of the art screen, sound system and stage for our guests who are excited for the live music! SBG Hospitality works closely with District 121 on their annual events calendar and we're delighted to offer this festival at District 121 which we know will drive foot traffic and awareness with over a million impressions for District 121 and its excellent restaurants.



In addition to bringing tourism to McKinney, our goals are to create a fun experience for residents that increase their quality of life and showcases McKinney as a unique destination AND a music friendly destination!

2024 FESTIVITIES



While this is a for profit event the event does give back to local non-profits!

In 2023, the McKinney Wine & Music Festival donated a total of \$2,000 to our non-profit partners: The Warriors Keep and Love Life Foundation. In 2024 we will also donate \$2,000.



As the venue is smaller we have scaled down our expected attendance to 2,000. We will operate the event like we did for the District 121 Grand Opening where guests will purchase tickets for specific times. Example: 12pm-2pm, 2pm-4pm, 4pm-6pm. The event will host 2,000 attendees throughout the festival.

There will be 20 wineries present showcasing their wines, three bands playing throughout the day and fun activations and photo-ops!

We will measure the success of the event based on our attendance. Our success will also depend on feedback from attendees and the District 121 restaurants, not only the day of the event but also the month following the event.





HOW THE GRANT WILL BE SPENT:

Our hope is to receive a \$15k grant from MCDC to help achieve our advertising goals. The advertising will promote the McKinney Wine & Music Festival and simultaneously District 121.

Our marketing plan for the grant includes:

- An impactful social media campaign with paid ads and organic posting (Approx: \$5,000)
- 3 Mass Text message sent through Slicktext to our database of 22,000 Collin County past event attendees (Approx: \$3,000)
- Event Flyers (Approx: \$100)
- Instagram partnership with major Dallas influencer (Approx: \$4,000)
- Partnership with well known local micro influencers (Approx: \$2,300)
- Upwork to create ads and marketing materials, website update (Approx; \$500)
- Marketing Posters to display at District 121 the month prior to the event (Approx: \$100)



Thank you for your consideration! The \$15,000 advertising grant would be instrumental in the events success! We would greatly appreciate a partnership with MCDC on this impactful and fun community event in McKinney, TX!