



Grant Request:

\$12,500 to support promotional activities for the

ManeGait LIVE - Country Fair and Concert

Saturday, April 29, 2023



Event Purpose:

- 1. To raise financial support for ManeGait programs** → increases the quality of life for those with disabilities
- 2. To raise awareness of ManeGait as a Community Center** → increase community involvement (clients, volunteers, donors, & sponsors)
- 3. To support the local community** → by promoting local businesses and providing a family-friendly activity for residents of McKinney and surrounding areas



2017-2021 Branding

Country Fair
SATURDAY
APRIL 25
ManeGait Therapeutic Horsemanship
3160 N Custer Rd ★ McKinney

11 AM to 4 PM | **ADMISSION: \$25 per CAR**

FUN FOR THE WHOLE FAMILY!
FUNDED IN PART BY
McKINNEY COMMUNITY DEVELOPMENT CORPORATION

New Branding & Offering in 2022

LIVE AT THE GAIT
ManeGait
LIVE AT THE GAIT

FEATURING
COFFEY-ANDERSON-
COUNTRY MUSIC USA

COUNTRY FAIR & CONCERT

PERFORMANCES BY MAYLEE THOMAS BAND • AUSTIN CUNNINGHAM
CRYSTAL YATES • JACKSON & LEVI SCRIBNER • PAUL RENNA

SPONSORED BY

Dallas Fort Worth General Office

**.SATURDAY.
APRIL 23
NOON - 7PM**

3160 N CUSTER RD. MCKINNEY
Benefiting ManeGait Therapeutic Horsemanship

**Tickets:
ManeGait.org/LIVE**

THANK YOU TO OUR SPONSORS

FOR THE BIGS

- LIVE MUSIC
- BEER & WINE GARDEN
- CORNHOLE TOURNAMENT
- PUB GAMES
- FOOD TRUCKS
- VIP HAPPY HOUR & CONCERT

FOR THE KIDS

(FREE with admission)

- INFLATABLES
- FACE PAINTING
- GAMES
- CRAFT CORNER
- NERF BATTLEFIELD
- PONY MEET-N-GREET
- TOUCH-A-TRUCK

New York Life is independent of ManeGait.

2022 Event Goals will carry into 2023

- Attract higher-level sponsors
 - Mature the branding
 - Focus on entertainment
- Increase adult attendance
 - More activities for adults
 - Headliner musician
- Strengthen partnerships with local businesses and vendors
- New revenue opportunities:
 - Higher-end raffle
 - VIP Package
 - Cornhole Tournament

LIVE AT THE GAIT

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NEW YORK LIFE
Dallas Fort Worth
General Office

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USA

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COUNTRY FAIR & CONCERT

TOMES AUTO GROUP
Ford Volkswagen Subaru

MCDC
McKINNEY COMMUNITY
DEVELOPMENT CORPORATION

New York Life is independent of ManeGait.

Event Schedule

General Admission (12 PM – 7 PM) **\$40 per carload (up to 6 guests)**

FREE access to all inflatables, carnival games, face painting, pony meet-and-greet, stable tours, live entertainment from McKinney community stage.



'Toss for the Trot' Cornhole Tournament **(1:30 PM – 3:30 PM)**

\$50 for a team of 2 to compete

All proceeds from entry fees support ManeGait programs serving military veterans and first responders.



VIP Concert & Happy Hour (4 PM – 7 PM) **\$100 per ticket**

Headline entertainer from ManeStage; complimentary drinks and snacks for VIP guests. GA ticket holders will have great vantage points to enjoy the concert as well.



Event Budget Goals

	2022 ManeGait LIVE	2023 GOAL
Attendees	1,600	2,000
Gross Proceeds	\$178,121	\$190,500
Costs	\$95,331	\$95,000
Net Proceeds	\$82,791	\$95,500



**2022 Attendance:
68% from outside McKinney**

2022 ManeGait Live McKinney Sponsors & Partners



Marketing & Promotion Plan

Radio Promotions (\$4,500):

Advertising spots on 97.5 KLAK and and KHYI The Range

Billboard Advertising (\$4,000):

on HWY 380 for 3-4 weeks leading up to the event

Online Promotions (\$1,500):

Website, Email, Facebook, Instagram, Event Calendars

Print Promotions (\$1,500):

Advertisement in community magazines and papers

Signage and Flags (\$1,000):

Feather flags, posters, sign spinner





CELE



Questions?

Thank you for your time and consideration of this grant.

