



# ABOUT SBG HOSPITALITY

SBG Hospitality is an event production company based in McKinney, TX. Our events are created in partnership with local sponsors and vendors.

Each of our events promote tourism, showcases local small businesses, gives back to a local non-profit, and provides FUN experiences for the community! In 2021 SBG donated over \$30k to local nonprofits.

We are a team of 5 and we organize 13-15 events per year mostly in Collin County.

## **Our McKinney Community events include:**

McKinney Wine and Music Festival

McKinney Monster Dash 5k

McKinney St. Patrick's Day Shamrock Run 5K

McKinney Run for the Ros'e 5k

McKinney Sip and Stroll Series in Downtown McKinney



# EVENT DESCRIPTION



The 6th Annual **McKinney Wine & Music Festival** will take place on Saturday, October 15th from 12pm-7pm at Towne Lake Park!

The event brought out 7,000 attendees in 2021. We expect to host 8,500 in 2022! Based on a data analysis report from 2021 we know that 70% of our attendees are visiting from places outside of McKinney. We expect the event visitors to book 90-100 McKinney hotel rooms.



The festivities include local musicians, wine tastings, a VIP tent experience, grape stomping, culinary demonstrations and lots of great shopping. The event partners with over 100 local small business owners giving them an opportunity to showcase their business!

New this year: The event will have a food component! Food passes will be available to purchase. The event will showcase 15 delicious McKinney restaurants!



The event gives back to local nonprofits. Last year the event donated \$4,150 in total to the non-profits. In 2022 our goal is to increase our donation to \$5,000.

# OBJECTIVES AND GOALS



Our long term objective with this event is to create an annual event that promotes tourism and attracts visitors to McKinney for years to come!

Putting an emphasis on local McKinney restaurants, wineries and shopping. We'd like to grow the festival and its attendance year over year!



The goal is for the event to be financially independent without the support of the grant. With the current inflation prices on all of our expenses, the grant would play a HUGE role on our marketing and bringing visitors to McKinney.

This event has a fantastic presence and reputation of being a fun festival in McKinney, TX! It highlights McKinney as a unique and fun destination. The festival offers local McKinney businesses opportunities to sell their wares and promote their McKinney businesses!



The event puts an emphasis on cultural arts in McKinney, TX and has expanding the music portion of the event, highlighting McKinney as a prime music destination in Texas!

# HOW THE GRANT WOULD BE SPENT:

Flyer Printing: \$76

Digital ads: \$2,500

Social Media Influencers: \$2,000

Social Media Ads: \$2,300

Christine Finnegan/ PR: \$250 (she will pitch television)

Digital advertising has become very effective, especially because we are able to send emails to a specific location to 50k+ subscribers and that helps us bring out of town guests to McKinney.

Social media remains the most important form of advertising the events and the money spent on PR is also very helpful because it secures a variety of television spots and articles with DFW publications.

Social Media Influencers help not only promote the event but also the community and local McKinney participating businesses that have partnered with the event.



# ADDITIONAL INFORMATION



- The event receives over 10 million impressions that bringing tourism and hotel stays to McKinney! We have learned best practices to get the word out and promote the event effectively with the awarded grant funds.
- The cost of tickets will vary with wine passes starting at \$30.
- Our event expenses are expected to be \$100,000-\$120k and we are requesting \$7,000 to help us afford the advertising necessary to grow the event at its new location of Towne Lake Park! (2nd year!) Our gross revenue is planned to be at \$150k this year.
- We anticipate seeing our expenses increase and fluctuate in 2022. Making the grant more needed than ever!
- Thank you for your consideration! The support from Visit McKinney would be very impactful on the success of the event and bringing out of town visitors to the festival!

We plan on making the McKinney community proud with a fantastic McKinney Wine & Music Festival!

