





EQUINE THERAPY • BRAIN BUILDING • COMMUNITY CENTER • KNOWLEDGE CENTER

**Grant Request:** \$10,000 to support promotional activities for the **2022 ManeGait Country Fair** on April 23, 2022.

### **Event Purpose:**



- 1. To share the unique beauty and fun of ManeGait**  
→ provide family-friendly event for residents of McKinney and surrounding areas and promote local businesses
- 2. To raise financial support for ManeGait programs**  
→ increases the quality of life for those with disabilities
- 3. To raise awareness of ManeGait as a Community Center**  
→ increase community involvement (volunteers, donors)



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## Event History

|                   | 2019<br>Country<br>Fair | 2021<br>Country<br>Fair | 2022<br>GOAL    |
|-------------------|-------------------------|-------------------------|-----------------|
| Attendees         | 1,900                   | 1,500                   | 2,200           |
| Gross<br>Proceeds | 84,375                  | \$98,929                | \$123,000       |
| Costs             | 25,211                  | 35,357                  | \$28,000        |
| Net<br>Proceeds   | <b>\$59,938</b>         | <b>\$63,572</b>         | <b>\$95,000</b> |



**68% of attendees from outside McKinney**



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## Achieving 2022 GOAL

- Attract higher-level sponsors
  - Mature the branding of the event
  - Focus on entertainment
- Increase adult attendance
  - More activities for adults
- Strengthen partnerships with local businesses and vendors
- Explore other revenue options:
  - Higher-end raffle
  - VIP Package

**New  
Name &  
Branding  
being  
considered**



**LIVE AT THE 'GAIT**

**MUSIC ★ PICNIC ★ FUN & GAMES**

**SATURDAY**

**APRIL 23**

◇◇◇◇ **11 AM to 4 PM** ◇◇◇◇

3160 N Custer Rd *McKinney*

**BENEFITING MANEGAIT THERAPEUTIC HORSEMANSHIP**

**Celebrate Live ★ Change Lives**



## **Admission**

\$50 per carload (up to 8)  
VIP package additional cost

## **For Adults**

- Live Music, possible headliner
- Food Trucks
- Higher-end raffle
- Beer & Wine Garden
- Pub style games
- Cornhole tournament
- VIP Package

## **For Kids**

*(all free with admission)*

- Bounce Houses
- Nerf Battlefield
- Face Painter
- Stable Tours / Pony Meet-and-Greet
- Contests & Crafts
- Carnival Games
- Touch-a-Truck
- Video Game Truck



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## Marketing & Promotion Plan

**Billboard Advertising (\$5,000):**  
on HWY 380 for 3-4 weeks  
leading up to the event

**Online Promotions (\$1,500):**  
Website, Email, Facebook,  
Instagram, Event Calendars

**Print Promotions (\$2,000):**  
Advertisement in community  
magazines and papers

**Signage and Flags (\$1,000):**  
Feather flags and yard signs

**Radio Promotions (\$500):**  
Advertising spots on 97.5 KLAK



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# Questions?

*Thank you for your time and consideration of this grant request.*