



# 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!

# New Branding & Offering in 2022

**LIVE CELEBRATION CHANGES LIVES**

**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 **NEW YORK LIFE**  
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

**TOMES AUTO GROUP** | **THE WEBB IMPACT FOUNDATION** | **SRS** Raise the Roof Foundation | **The Reuden Group, LTD**  
A Crafted Woman Owned Business

**MCDC** | **PERRY HOMES FOUNDATION** | **Rockhill CAPITAL INVESTMENTS** | **INDEPENDENT FINANCIAL**

**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

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**TOMES AUTO GROUP**  
Ford VW SUBARU

**MCDC**  
McKINNEY COMMUNITY  
DEVELOPMENT CORPORATION

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# 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.*

