



# 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. Covid-19 has been extremely hard on our business and we're excited to be here today and to get back to work creating fun events in McKinney!

Each of our events promote tourism, showcases local small businesses, gives back to a local non-profit, drives traffic and advertising for a specific venue or municipality and provides FUN experiences for the community!

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 Festival and Shamrock Run

McKinney Run for the Ros'e 5k

McKinney Summer Sip and Stroll Series in Downtown McKinney



# EVENT DESCRIPTION

The 4th Annual McKinney Wine & Music Festival will take place on Saturday, October 17th from 12pm-7pm and Sunday, October 18th from 12pm-5pm at our new venue... TOWNE LAKE PARK!

The event brought out 6,000 attendees in 2019 and we sold out within the 2nd hour of the event and turned away bus loads of people due to space. This year our new location at Towne Lake Park will allow more attendees over a new two-day festival but it will also allow us to spread out for social distancing.

The festivities include local musicians with multiple stages this year, wine tastings, a VIP tent experience, grape stomping, culinary demonstrations and lots of great shopping. The event partners with over 50 local McKinney small business owners giving them an opportunity to showcase their business!

The event supports Love Life Foundation and The Warriors Keep! Last year the event donated \$5k in total to the non-profits and this year the goal is to donate \$8k. (\$2 from every pass goes to Lovelife, \$3 for every VIP ticket goes to The WK + 100% from grape stomp)

While the event is not a 100% non-profit event, it meets 100% of the goals of the MCDC grant! Here's how!:

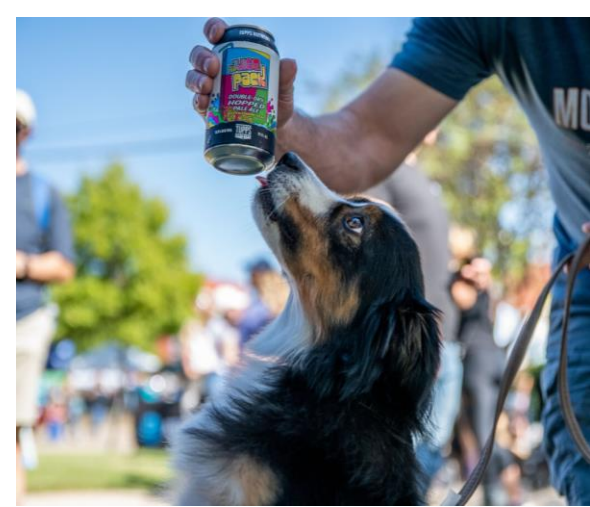


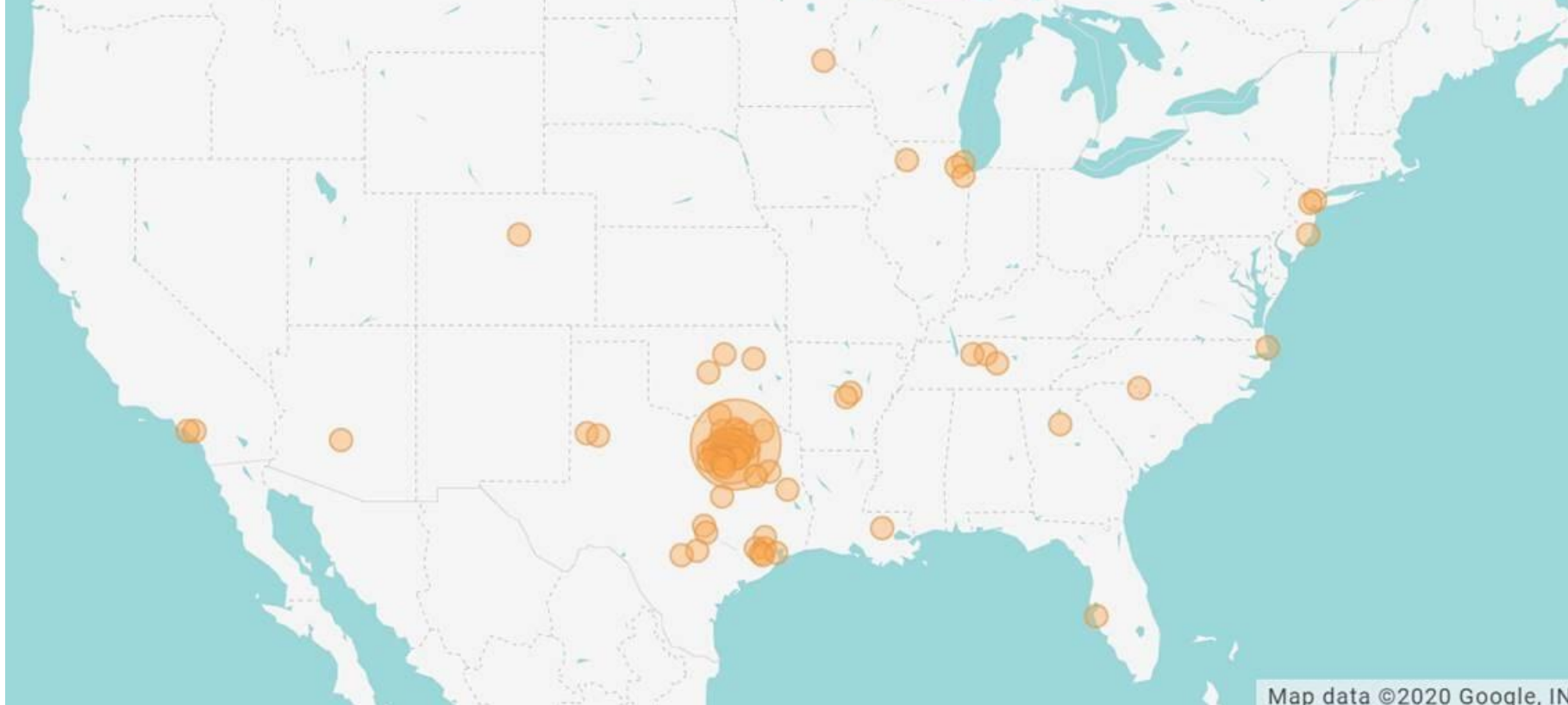
# OBJECTIVES AND GOALS

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 to be a three-day 50k attendee event within the next 4 years. Our goal is for the event to be financially independent without the grant support from MCDC. For the event to grow the attendance the financial support from the grant is going to help us achieve our short term and long term goals! With changing venues this year and expanding to 2 days the advertising support will be HUGELY needed and effective!

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!

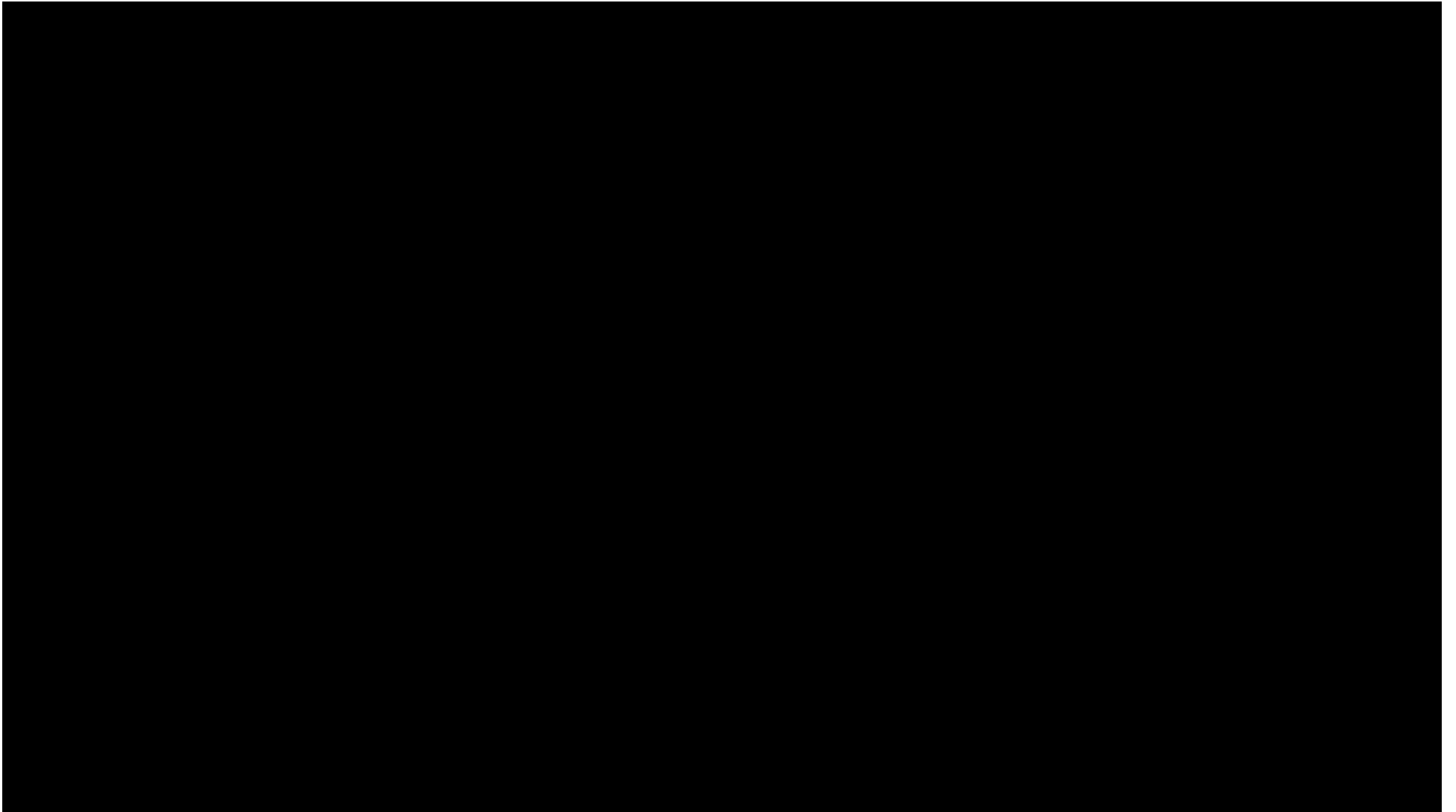
The event puts an emphasis on cultural arts in McKinney, TX and is expanding the music portion of the event this year highlighting McKinney as a prime music destination in Texas! We will have two large stages and music in the VIP tent. About 80% of our attendees are from outside of McKinney. Here's a snapshot from Eventbrite pre-event sales.





City	↓ Attendees	Orders
McKinney	364	147
Dallas	225	106
Plano	114	56
Frisco	92	38
Allen	66	29
Carrollton	41	16
Prosper	33	15
The Colony	32	13
Fort Worth	26	8
Wylie	22	9
Little Elm	19	9
Richardson	18	10

# EVENT VIDEO: 2019



# HOW THE GRANT WOULD BE SPENT:

Flyer Printing: \$76  
UPWORK Artwork and Design: \$1,000  
Radio: \$1,500  
Print Advertising: \$2,500  
Website : \$1,000  
North Texas Social Media Influencers: \$1,500  
Social Media Ads: \$5,000  
Digital Ads: \$2,000  
Christine Finnegan/ PR: \$500

We've learned that print ads are most effective when you can secure a cover which we did last year and this year. 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 on local tv promoting the event in McKinney.

Social Media Influencers help not only promote the event but also the community and local McKinney participating businesses that have partnered with the event. Typically we pay an additional \$10k for advertising. This year that amount might be lower depending on sponsorships from local businesses.

Everyone has been affected by Covid 19 and that makes a big difference when asking for local businesses to sponsor events.

# ADDITIONAL INFORMATION

- The event receives over 10 million impressions and has been bringing tourism and hotel stays to McKinney over the past 3 years! 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 \$20.

- Our event expenses are expected to be \$115,000-\$120k and we are requesting \$15,000 to help us afford the advertising necessary to grow the event at its new location of Towne Lake Park! Our gross revenue is planned to be at \$150k this year.

- It's the same as 2019 because we are expecting to receive less sponsorships and vendor fees because of the effect Covid had on our event partners. If we can get through this year we know 2021 we will see a big spike for the festival!

- Thank you for your consideration! The support from MCDC is needed more than ever this year and we're very thankful for your partnership! We plan on making the McKinney community proud with a fantastic McKinney Wine & Music Festival!





