

A close-up photograph of a person's hands playing a purple electric guitar. The person is wearing a black leather strap and a colorful beaded bracelet on their left wrist. The background is a blurred stage with purple lighting.

# MCKINNIEY MADE

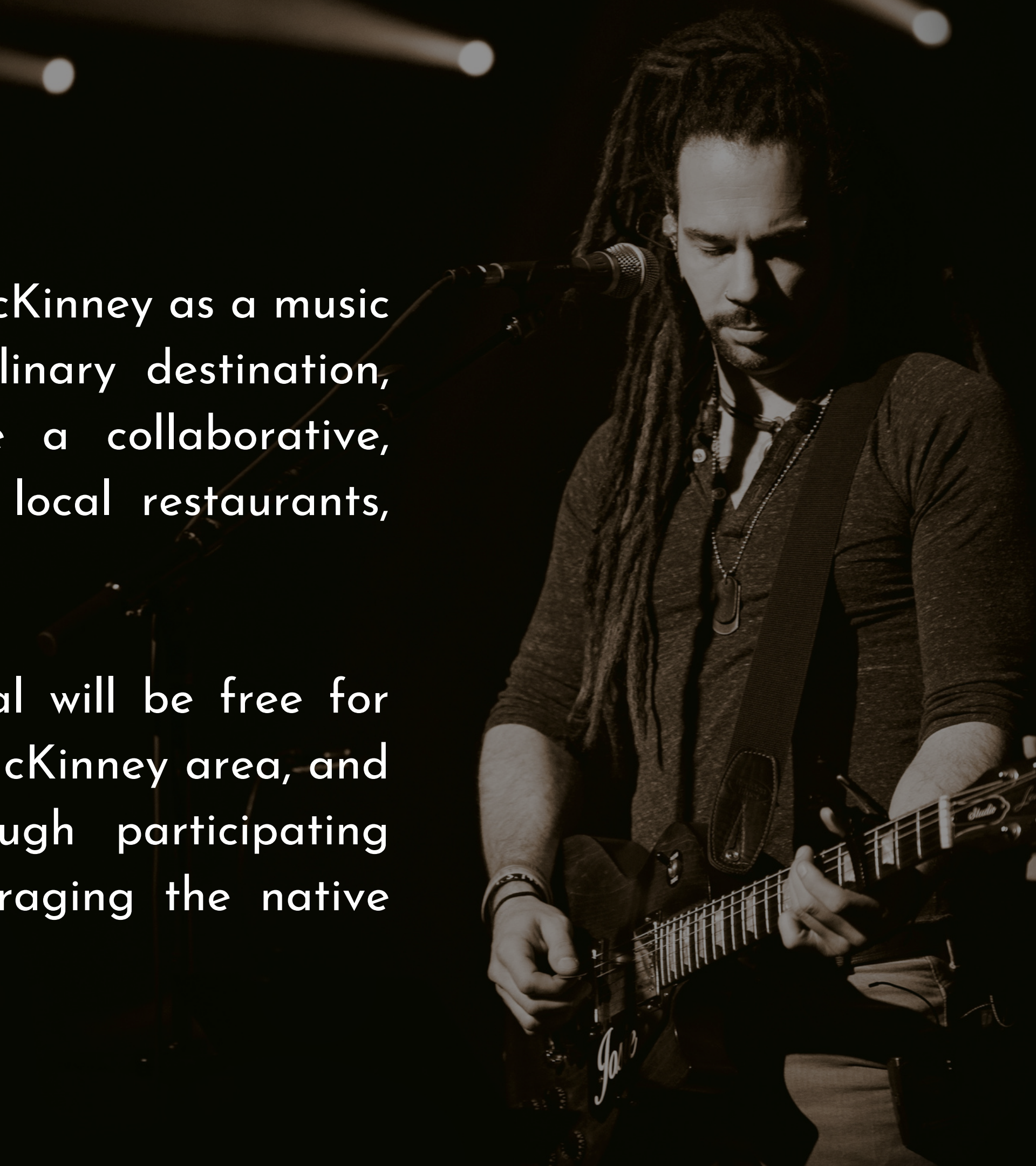
A Livestreaming Virtual Festival  
Featuring local bands, restaurants, and more



# OVERVIEW

To promote the City of McKinney as a music destination and as a culinary destination, McKinney Made will be a collaborative, virtual festival featuring local restaurants, musicians, and more.

This live streamed festival will be free for everyone in the greater McKinney area, and will be distributed through participating Facebook Pages by leveraging the native "Crossposting" tool.



# HOW IT WORKS:



One Hour Livestream on Facebook where viewers will be able to chat and interact



5-6 Bands/Musicians will play (pre-recorded) from various music friendly restaurants in McKinney



An MC will be hosting the show

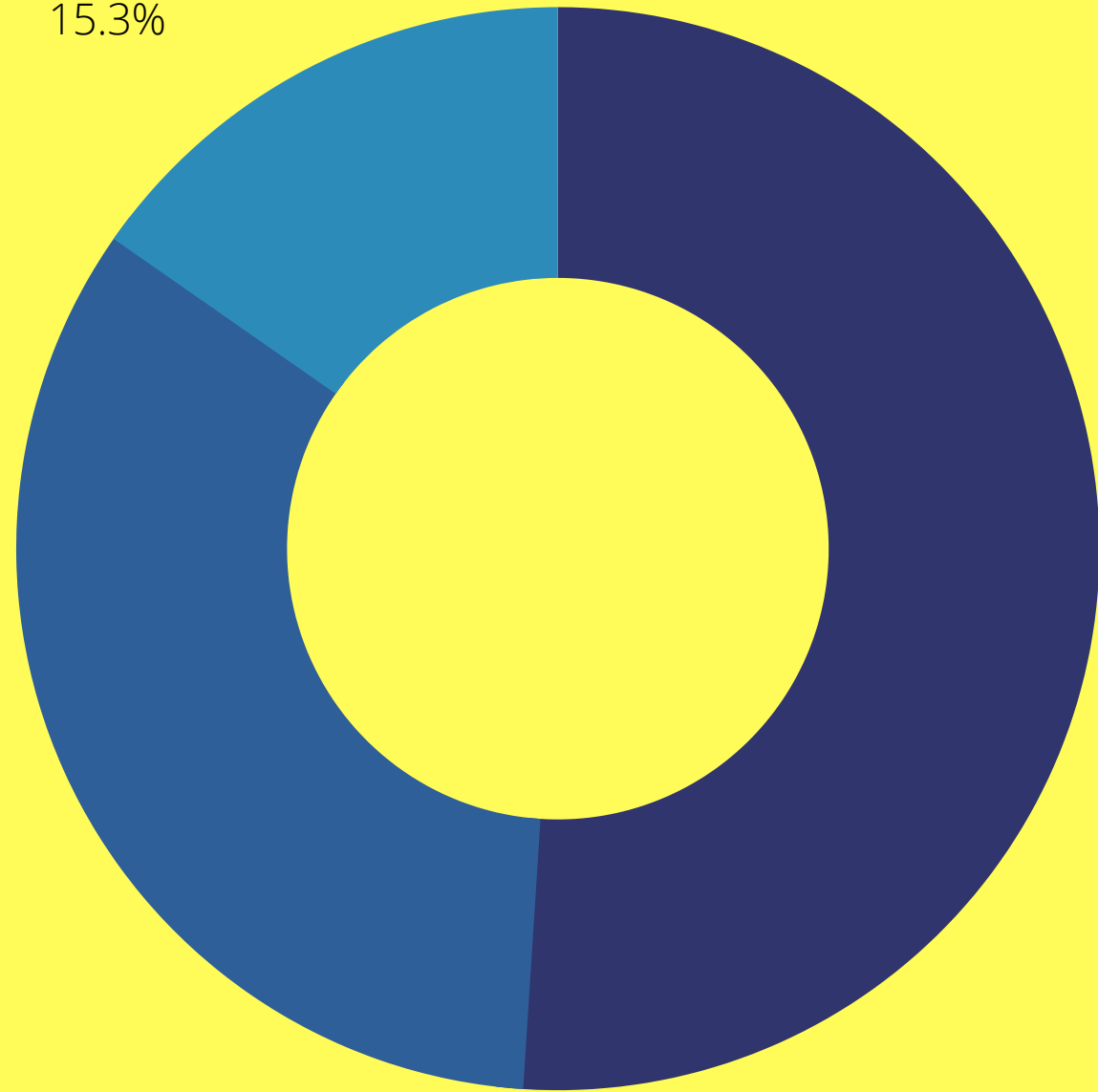


5-6 Mini-docs (pre-recorded) featuring restaurants in McKinney

# THE SHOWS:



MC Promos  
15.3%

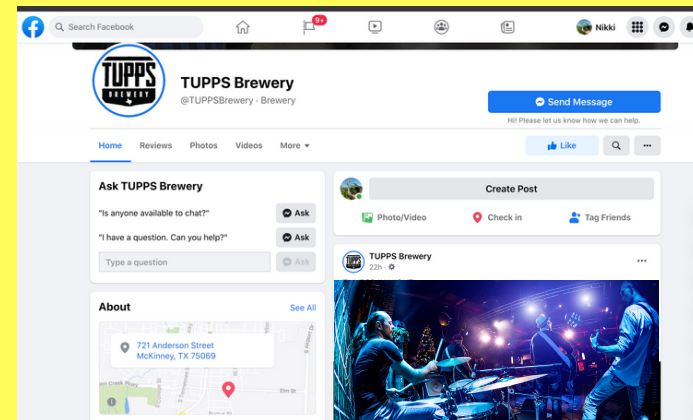
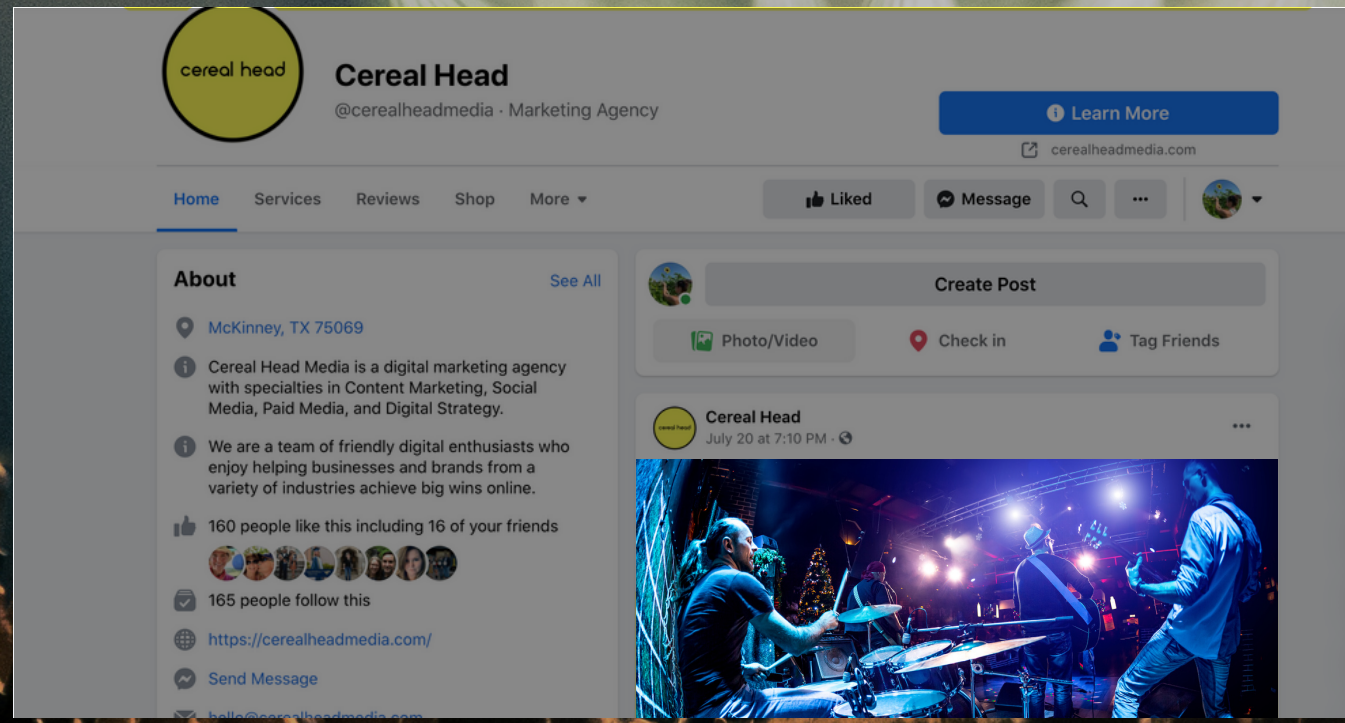


Restaurant Docs  
33.7%

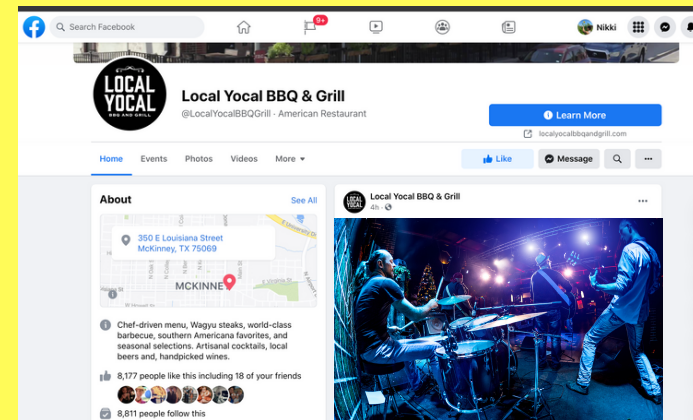


Music  
51%

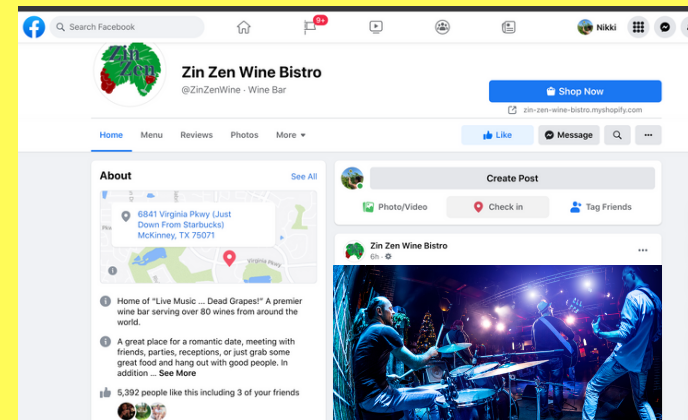
# CROSSPOSTING TOOL



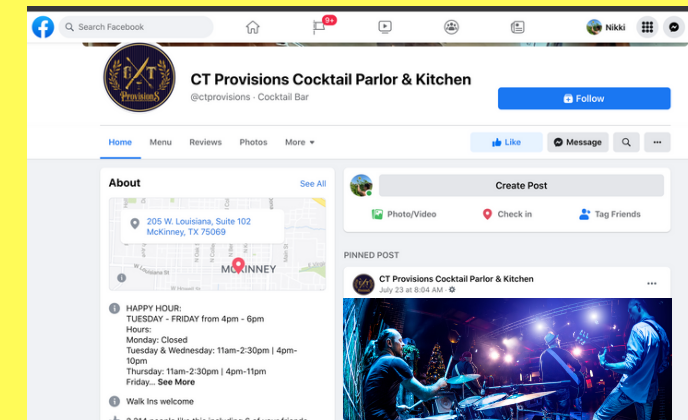
Reach: 39.5K



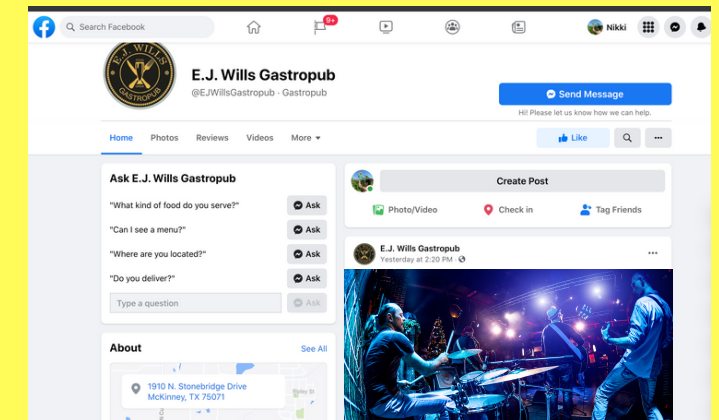
Reach: 8.1K



Reach: 5.3K



Reach: 2.3K



Reach: 3.6K

The broadcast will be shared with all participating restaurants and will look like it is streaming from their own account. The more restaurants that participate, the higher the reach.

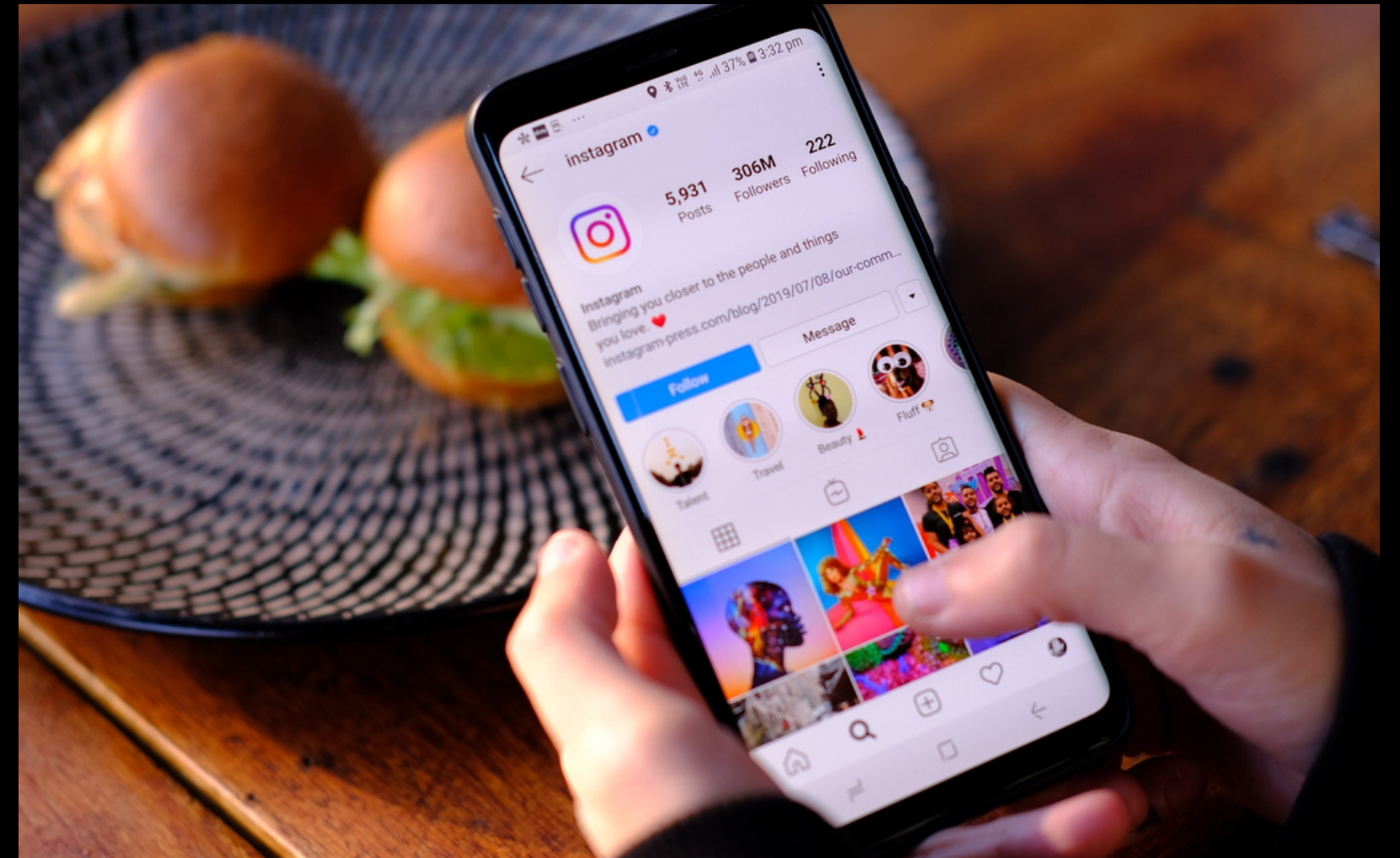
# OTHER BENEFITS OF CROSSPOSTING

- Permission Based Automated Content Sharing (no technical knowledge required)
- Individual comment threads for owned customer interaction and follow up
- Gaining new followers

# WHAT RESTAURANTS KEEP:

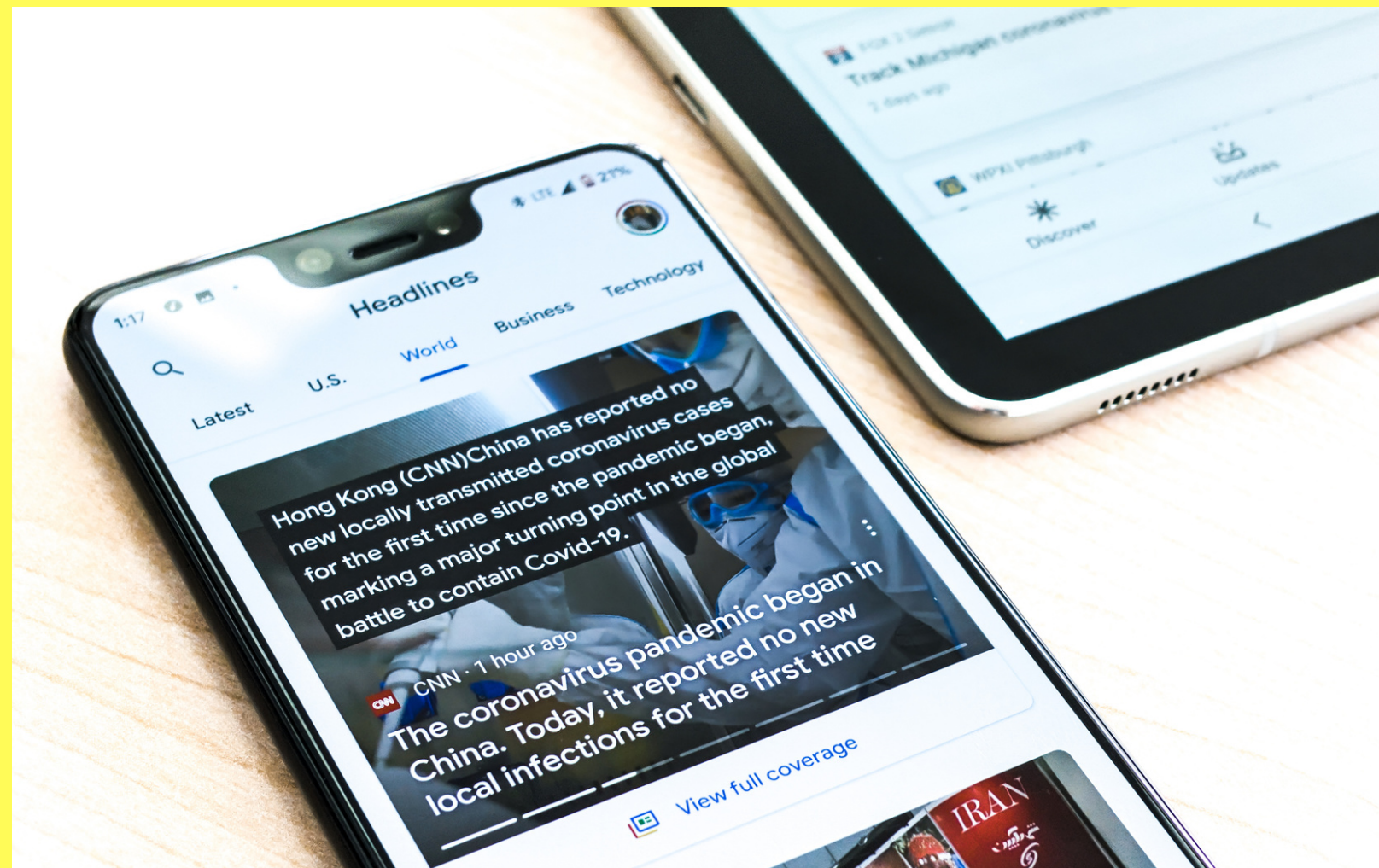


Master Files of Mini Documentary



2-3 repurposed 1 mins clips from the Mini-Doc to use on social media

# COLLECTIVE BENEFITS:



Huge PR Opportunity



Launchpad for further coordinated MRC Promotional Efforts



# TIMELINE

## Development to Event





# ABOUT THE PRODUCER

Cereal Head Media, a McKinney-based LLC that specializes in Media Consulting and Producing will be bringing this event to life.

Founder and CEO, Chad Huggins, has a long history of cutting edge production strategies, has won numerous Telly Awards for brand work, has presented content distribution strategies to product teams at Facebook, and has helped coordinate multiple collaborative livestreams at the national level.



"Chad has been a great collaborator over the last few years, and his insight and expertise was uniquely important in some big projects that we were able to host at Google."

*Sherol - Google*

"Chad has a unique combination of creativity, strategy, technical marketing knowledge, and he builds genuine, strong relationships along the way."

*Christy - Facebook*

# MCKINNEY MADE

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