



PRESENTED BY MASTER BUILT CONTRACTORS

VISIT MCKINNEY
GRANT
APPLICATION



ABOUT SBG HOSPITALITY

SBG Hospitality is an event production and marketing based in McKinney, Texas. Our McKinney Festivals include:

McKinney St. Patrick's Day Festival & Shamrock Run

McKinney Beer & Bites

Run for the Rose 5K (new in 2020)

McKinney Wine & Music Festival

McKinney Fall Festival & Monster Dash 5k

We plan family friendly community events that

- 1). Drive visitors to to the city while promoting tourism
- 2). Impact McKinney residents quality of life.

We partner with McKinney restaurants, artists, boutiques and local businesses to increase their brand awareness and sales. Our events bring out a big attendance and our goal is to grow these events year after year!

WWW.SBGHOSPITALITY.COM

SBG
Hospitality





EVENT DESCRIPTION - OBJECTIVE

The 4th Annual McKinney Wine & Music Festival will take place on Saturday, October 17th from 12pm-7pm!

The festival will feature hundreds of wines, local boutiques, a VIP tent experience, grape stomping, culinary demonstrations and lots of shopping with local vendors!

The event is free and family friendly! Food and wine passes are available for purchase. The event and a portion of its proceeds supports Love Life Foundation and The Warriors Keep!

The objective is to create an annual event that promotes tourism and attracts visitors to McKinney for years to come! We'd like to grow the festival to be a three day 40k attendee event.

The 4th Annual event is expecting to have 6,000+ wine lovers in attendance!

Click [HERE](#) to view our 2019 recap video!

WWW.MCKINNEYWINEFESTIVAL.COM

PROMOTION- GOALS



In 2019 we had over 5,500 attendees! We plan to grow in 2020! The event receives over 4 million annual impressions and has been bringing tourism and hotel stays to McKinney over the past 3 years! Promotions will include digital, social, social media influencers and print ads.

We are moving locations this year and could really use the advertising support to promote the event happening in a love foot traffic area.

This year we plan to partner with a hotel and create a code to promote so our attendees stay with our preferred hotel partner and we have a way to track our attendees hotel stays!



The event budget is \$90,000. Please see the budget breakdown attached!

We are requesting \$8,500 to help us afford the advertising necessary to grow the event at its new location of Towne Lake Park!



