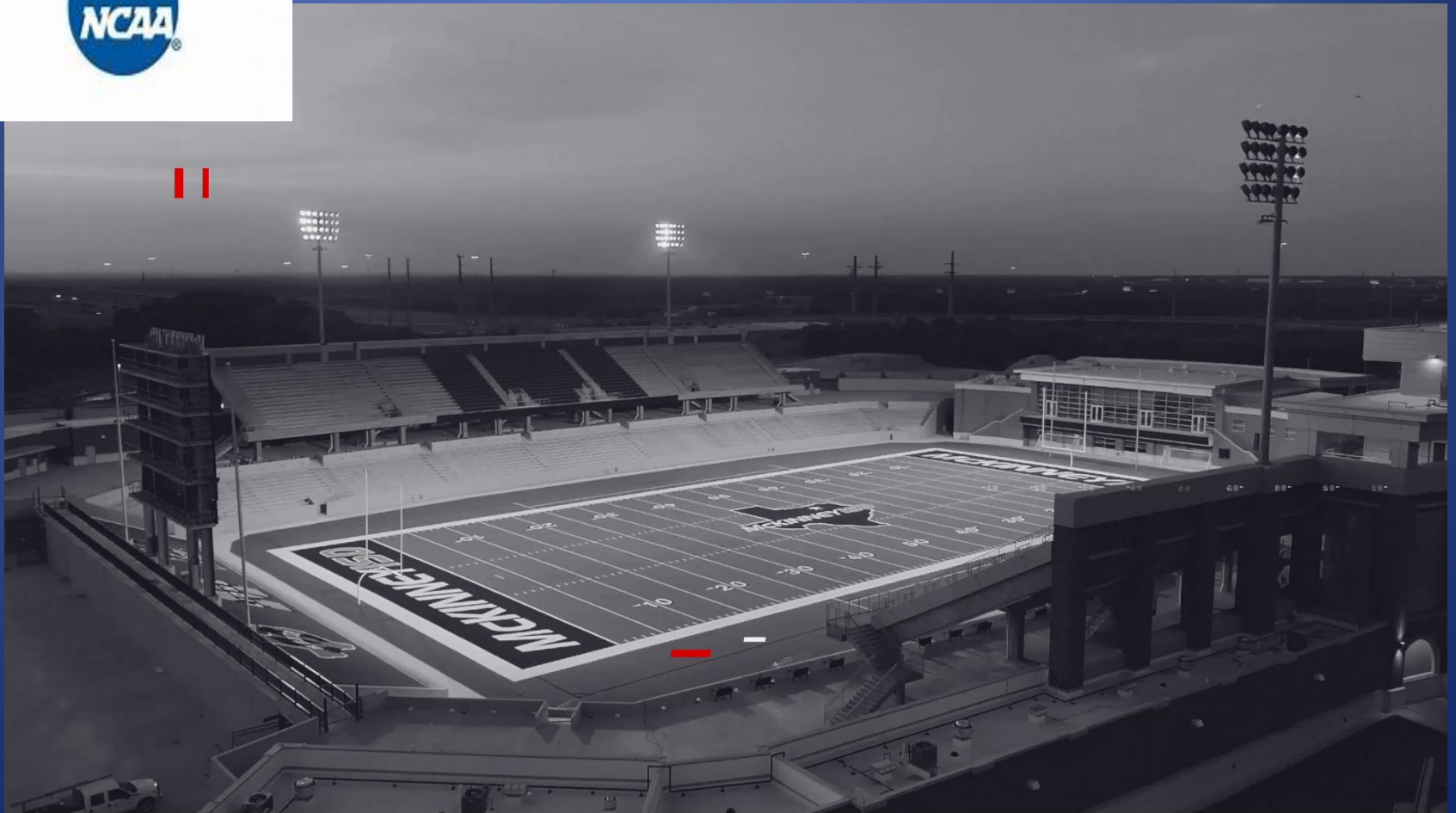


NCAA D2 National Football Championship

McKinney ISD Stadium

December 19, 2020



Goal: Drive economic impact in McKinney through tourism





Accompanying Events 2020

- Tacos, Tequila & Cerveza: Dec. 18 - 20
- Fan Fest – Friday, December 18
- Shopping & Food Tours in downtown McKinney (Dec. 18)
- Possible Trolley Tour
- Chestnut Square Historical Tour
- Santa at the game





2020 Marketing Goals

- Attract visitors to McKinney, TX
- Increase number of over-night stays during game week
- Promote McKinney's hospitality industry
- Promote community engagement
- Increase game attendance





2019 Ads

FAN FEST
12/20/19 6:00-8:00 pm at Tupps Brewery
TACOS, TEQUILA & CERVEZA
12/20-22/19
Visit: www.d2McKinney.com for more details!
Isn't this fun? 😊

CHAMPIONSHIP FOOTBALL IS BACK
NCAA
DECEMBER 21, 2019
Get your early bird tickets now at D2McKinney.com
Prices increase on Dec 9th!
For details about the game and supporting events visit D2McKinney.com



NCAA
2019 DIVISION II
FOOTBALL CHAMPIONSHIP
MCKINNEY ISD STADIUM
December 21
McKinney, TX • McKinney ISD Stadium
NCAA.com
Hosted by McKinney ISD and the Lone Star Conference

Social Media Ads

Ads on D2McKinney

+ Create Ad



Event Responses ...

Completed

D2 Football National Championship...

Event Responses

35

People Reached

2.3K



Event Responses ...

Completed

Tacos, Tequila & Cerveza

Event Responses

189

People Reached

10.5K



Post Engagements ...

Completed

more days until the 2019 seas...

Post Engagement

1.1K

People Reached

6.8K

www.D2McKinney.com

CONTEST

EVENTS ▾

EXPLORE MCKINNEY

DII NEWS

TICKETS

PLAN YOUR TRIP

**CONGRATULATIONS TO WEST FLORIDA!
2019 NCAA DIV II FOOTBALL CHAMPION**

**SAVE THE DATE:
2020 CHAMPIONSHIP GAME
WILL BE BACK IN MCKINNEY, TX
ON DEC 19, 2020**



Social Media 2019

Instagram profile for **d2mckinney**. The profile picture is the D2 McKinney football logo. The bio reads: "D2McKinney All about the 2019 NCAA DIV II Football Championship Game at McKinney Football Stadium on Dec 21, 2019 urlnk.is/d2mckinney". It shows 50 posts, 104 followers, and 289 following. Below the bio are three featured posts: "SAVE THE TUES. OCT 22" for Stonebridge Ranch, "[RE]BUILDING FOR HEROES", and "21ST OCT" for a golf event.

Twitter interface showing a tweet from **D2McKinney** (@D2McKinney) dated Dec 21, 2019. The tweet text is: "IT'S HERE!!!!!!!!!!!!!!!!!!!!!! It's GAME DAY!!!! GOOD LUCK to both teams!!!! #LetsGo". The tweet includes a photo of McKinney ISD Stadium at night with the text "IT'S GAME DAY!" and "MCKINNEY ISD STADIUM DECEMBER 21 - 2019 - MCKINNEY TX". The left sidebar shows navigation options like Home, Explore, Notifications, Messages, Bookmarks, Lists, Profile, and More.

Facebook post from **D2McKinney**, published by Angie Bado on February 11. The text of the post is: "McKinney is super excited to host another 4 years of NCAA Division II National Football Championships. We love our visitors. #D2McKinney #McKinneyTX". Below the text is a photo of a football game in progress at a large stadium. The post has interaction buttons for "Liked", "Following", and "Share". Below the photo, the text reads: "COMMUNITYIMPACT.COM McKinney ISD submits bid to host another 4 years of NCAA Division II Football Championships".



2019 Economic Impact Comparison

YEAR	2018	2019
ATTENDANCE	4300	5346 (+1046)
*HOTEL ROOMS	195	560 (+365)
KNOWN HOTEL REVENUE		\$61,682 (Sheraton)

- Reported rooms only (most hotels don't track)
- Lost \$29,897.40 to The Delta Hotel in Allen



2019 Economic Impact Highlights

- “In 2018 the D2 National Championship (business) was non-existent – 2019 was a different story! We had at least 150 guests at the restaurant and many visitors to the butcher shop.....Bravo!”

-Matt Hamilton, Local Yocal



- “We made in just two hours slightly more than we normally make in one entire night.”

Tupps Brewery (Fan Fest)



- Minnesota State’s entire team had dinner at Hutchins BBQ and lunch at various restaurants at 380 and 75.

***It is impossible to know the exact economic impact from all restaurants, shops, gas stations, etc. as most don’t track that specifically.**



2019 Results

ESPN Dallas radio

No traceable result

2020 focus on KLAQ & KMAD Radio

Less costly

Target market within driving distance

Concerns about long-range travel in 2020

Push Weekend Get-a-way

Facebook ads

More targeted reach

Allow direct link to purchase tickets to game

Greater reach for less \$





2019 DII National Football Championship





Fan Fest 2019





Marketing Expenses

Medium	Expense
Digital Marketing Social Media, Digital channels such as Community Impact D2football.com	\$ 12,500 (MCDC)
Radio	\$ 2,500 (MCDC)
Print	\$ 3,500 (NCAA)
Billboard	\$ 500 (NCAA)
Website	\$ 1000 (NCAA)
TOTAL	\$ 20,000