



SHAKESPEAREMCKINNEY.ORG

MARCH 25, 2023
10AM-7PM
ADRIATICA VILLAGE



BENEFITING LOCAL ARTISTS AND ARTS ORGANIZATIONS

Join Us!

PARTICIPANT
REGISTRATION
FORM

Festival
DETAILS

Shakespeare McKinney is a family friendly festival celebrating culture, creativity and community where local artists display their talents through classic works of theatre, dance, visual arts and music.

CONTACT



@SHAKESPEAREMCKINNEY

ANGIBURNSCONSULTING@GMAIL.COM

EVENT
SPONSORSHIPS
AVAILABLE

Main Stage

Young Actor's Guild
presents
"A Midsummer Night's Dream"
A Galactic Adaptation

Gorilla Theatre Players
presents
'Mmmmbeth...'
A Spoof on the Scottish Play

Poor Yorick Productions
presents
William Shakespeare's
Romeo & Juliet

Out of Line Concepts
presents
'A Midsummer Night's Dream'
In Motion



3

STAGES

10

FOOD TRUCKS

50+

VENDOR BOOTHS



**THE MISSION OF
SHAKESPEARE
MCKINNEY IS TO
PRODUCE
COLLABORATIVE EVENTS
WHICH CELEBRATE
CULTURE, CREATIVITY
AND COMMUNITY
PROVIDING AN
OPPORTUNITY FOR
LOCAL ARTISTS AND
ARTS ORGANIZATIONS TO
RECEIVE RECOGNITION
AND REWARD.**



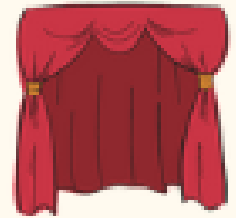
MARCH 25, 2023

Shakespeare MCKINNEY

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3

STAGES



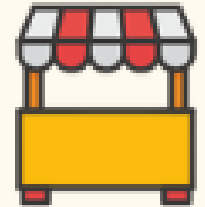
10

FOOD TRUCKS



50+

VENDOR BOOTHS



KIDS ZONE



STUDENT ACTING COMPETITION

SHAKESPEAREMCKINNEY.ORG

TICKETS ON SALE NOW



Main Stage

Young Actor's Guild

"A Midsummer Night's Dream"

A Galactic Adaptation

Out of Line Concepts

"A Midsummer Night's Dream"

In Motion



Gorilla Theatre Players

"Mmmbeth..."

A Spoof on the Scottish Play

Poor Yorick Productions

William Shakespeare's

"Romeo & Juliet"

Side Stage Groups



- Van Alstyne High School
- The Einstein School
- The Dance Movement
- McKinney Flute Orchestra
- Resolute Theatre Project
- Raena Belly Dance
- Simmons Strings
- Genesis Children's Theatre
- Elevate Dance
- Frisco High School

Street Performers



6 Artist spots throughout the park dedicated to live "performances"

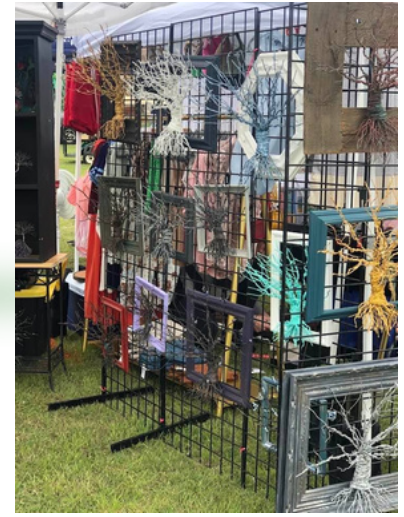
Artists keep all tips

ANYONE can sign up to perform

All Ages



Vendors



- Artists
- Businesses
- Non-profit Organizations
- Food Trucks



Student

SCHOLARSHIP COMPETITIONS

SHAKESPEAREAN MONOLOGUE

CLASSIC SCENEWORK

IMPROVISATION

Monetary Scholarship awards presented
to top 3 winners in each category!



Shakespeare

MCKINNEY



ShakespeareMcKinney.org



- Attendance goal: 3000 (2022 had approximately 1500)
- Complimentary Child General Admission tickets will be sent to local school's
- General Admission \$20, Child GA \$10, Kids Zone \$35
- Reserved and VIP tickets available



- Shakespeare McKinney is an initiative of Ovation Academy's Community Outreach program until approval from the state has been granted to operate as its own nonprofit organization. A DBA was granted on 11/01/2022 effective 11/02/2022.
- Ovation Academy maintains its 501c3 nonprofit status per the State of Texas.
- Shakespeare McKinney is a volunteer run organization with 5 Board Members and 15-20 Committee Chairpersons.
- Shakespeare McKinney may hire event production consultants and 1099 contractors as needed to assist with achieving its mission.

Marketing Budget

Expense	Amount	Description
Social Media	\$2,100	3 months @ \$700/mo.
Banners/Signs	\$1,000	4 vinyl hanging, 50 yard signs
Posters	\$250	300 posters
Radio	\$2,000	iheart radio & Local stations 2 weeks prior to event
Publications	\$3,000	3-5 publications, 3 months prior to event
Running Boards	\$2,500	6 weeks prior to event
Community Impact	\$2,500	3 months prior to event
Mailers	\$1,395	7500 pieces @ \$0.186
TOTAL	\$14,745	

Project Budget

Event Budget (Max amounts)

Expense	Amount
Stage/Lighting/Sound	\$2,500
Tents/Chairs	\$2,500
Fencing	\$2,500
Trash bins	NA
Marketing materials	\$14,745
Security	3,000
Shuttles	\$2,500
Volunteer/Event Shirts	\$2,500
Swag Bags	\$1,200
Permits/fees	\$250
Drink reimbursement	\$750
Porta Potties	\$1,000.00
Mainstage Chairs	\$200
Golf Carts	\$700
Bounce House	\$350
Petting Zoo	\$1,200
Face Painter/Glitter Tattoo	\$1,000
Ninja Course	\$750
Falcon Show	\$400
VIP Booth	\$1,000
Crafts	600
Event signage	\$1,000
ATM	\$100
Live Painter	\$800
Day of expenses	\$500
Merchant service fees	\$700
Stipends	\$2,500
TOTAL	\$45,245

Projected Sponsorships/Grants

Title Sponsor	10,000
Auto Sponsor	\$10,000
Medical Sponsor	\$5,000
MainStage Show Sponsor	\$10,000
Kid Zone Sponsor	\$5,000
VIP Booth	\$2,000
Grants	\$5,000
TOTAL	\$47,000

Projected Revenue

Ticket Sales	\$30,000
Food Truck %	\$2,500
Booth Sponsors	\$8,750
TOTAL	\$39,250

40% Revenue split between MainStage Groups
 30% Revenue goes to 2024 Budget
 30% Revenue paid to hired consultants & producers

Thank You

