



Year Celebration

EMPTY BOWLS

MCKINNEY

Empty Bowls McKinney

- Sample soups & sweets from local restaurants
- Take home a handcrafted bowl made by local potter
- Proceeds go to fight hunger

Grant Request: \$7,500

(88% of event advertising budget)

Advertising Plan for Grant Money

On-line Ads & Boosts	\$3,500
Print Ads	\$2,000
Yard Signs	\$1,000
Banners & Posters	\$ 550
Billboard	\$ 450
	\$7,500

Past Marketing Activities

What Worked

- Social media ads
- Print magazines with wide distribution
- Billboard rider on 75

What Didn't Work

- Advertising in print magazines with limited readership
- Digital Billboard on 75



EMPTY BOWLS
MCKINNEY

FIGHT HUNGER ONE BOWL AT A TIME

APRIL 30
— 6:00 - 8:00 pm —

TASTE GOURMET SOUPS & SWEETS BY
Blount Fine Foods,
Bernard's Gourmet Foods,
The Pub, Harvest, Hugs Cafe,
Local Yocal, Rye, Spoons,
The Celt, Patina Green & more

Choose A Handcrafted Bowl
Benefiting
community center lifeline help. hope. here.

Sponsors






www.EmptyBowlsMcKinney.com

McKinney Performing Arts Center
111 N Tennessee St, McKinney, TX 75069



EMPTY BOWLS
MCKINNEY

FIGHT HUNGER ONE BOWL AT A TIME

APRIL 30
— 6:00 - 8:00 pm —

TASTE GOURMET SOUPS & SWEETS BY
Blount Fine Foods
Andy's Frozen Custard
Bernard's Gourmet Foods
The Celt, Caudalie Crest, E.J. Wills
Harvest, Hugs Cafe, Local Yocal
Patina Green, The Pub, Rye,
Rick's Chophouse, Spoons & more

CHOOSE A HANDCRAFTED BOWL
Benefiting
community center lifeline help. hope. here.

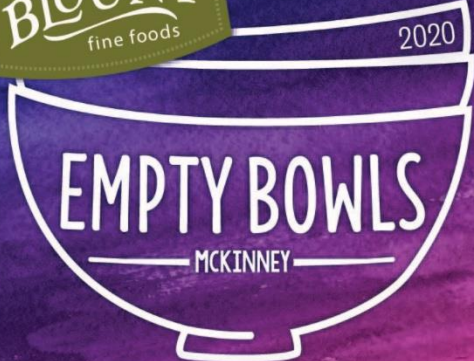
Sponsors


 Seed Project Foundation, First United Bank
Developing Solutions, Community Impact, Fast Signs
Dean Cimini & Liz Strand Cimini Matched by Microsoft

McKinney Performing Arts Center
111 N Tennessee St, McKinney, TX 75069
www.EmptyBowlsMcKinney.com



2020



FIGHT HUNGER ONE BOWL AT A TIME

APRIL 30

— 7:00 - 8:00 pm —

VIRTUAL EVENT

**MOBILE BIDDING STARTS
APRIL 6 AT WECAN.BID**

**BOWL PICKUP
AT A LATER DATE**

www.EmptyBowlsMcKinney.com

Presenting Sponsor



Benefiting



Sponsors



Seed Project Foundation, First United Bank
Developing Solutions, Community Impact, Fast Signs
Dean Cimini & Liz Strand Cimini Matched by Microsoft

15 Placements

View More Variations



Facebook Feeds

Empty Bowls McKinney
Sponsored · 🌐

Buy raffle tickets and donate to fight hunger!
Winners drawn during our Live Stream event on
April 30, 7-8pm.



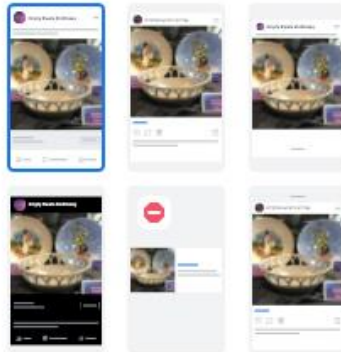
EVENTBRITE.COM
RAFFLE TICKETS!
Not affiliated with Facebook

[DONATE NOW](#)

You, Dave St... 4 Comments 29 Shares

Like Comment Share

Feeds



Stories



In-Stream



Empty Bowls McKinney

Sponsored · 🌐



Over 140,000 Collin County residents are food insecure. Help us fill their empty bowls.



EVENTBRITE.COM

Filling Empty Bowls

[LEARN MORE](#)

Steve Macias and Dana Riley 1 Share

Like Comment Share



Event Attendance

- 2019: 850 attendees, 25% visitors
- 2020: No attendees, 28% of donations were from visitors

COLLECTOR'S CLUB BOWLS

Sponsored by Developing Solutions

BOWLS

BOWL CHECK OUT

SOCIAL DISTANCING
IN EFFECT



To help prevent the spread of COVID-19 please maintain at least a 6-foot distance from others during your visit.





BIOUNT 2019
EMPTY BOWLS
MCKINNEY
FIGHT HUNGER ONE BOWL AT A TIME

BIOUNT 2019
EMPTY BOWLS
MCKINNEY

Please do not pick up bowls.
Ask a volunteer for help.

Additional bowls \$15 each

DISTANCING IN EFFECT

2021 Event Budget

Event Income	
MCDC Community Event Grant	\$7,500.00
Sponsorships	\$30,000.00
Donations	\$4,000.00
Admissions	\$18,500.00
Art Auction Proceeds	\$7,000.00
Day Of Proceeds	\$6,500.00
TOTAL	\$73,500.00
Event Expenses	
Supplies	\$7,500.00
Rentals	\$6,000.00
Day Of Expenses	\$5,480.00
Advertising	\$8,500.00
Signs	\$4,000.00
TOTAL	\$31,480.00
NET INCOME	\$42,020.00

Event Beneficiaries



80% of Net Income
\$33,620



20% of Net Income
\$8,400

APRIL 29, 2021

6:00 – 8:00 PM

McKinney Performing Arts Center