



3160 N Custer Road
McKinney TX 75071
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May 19, 2020

Mrs. Cindy Schneible
President
McKinney Community Development Corporation
5900 S. Lake Forest Blvd., Suite 110
McKinney, TX 75070

Dear Cindy,

On behalf of ManeGait Therapeutic Horsemanship, thank you to McKinney Community Development Corporation for the \$4,400 promotional grant in support of the 2020 ManeGait Country Fair.

Unfortunately, due to the uncertainty of the COVID-19 crisis, the Country Fair has been canceled for this year. Initially, we had hoped that postponing the event from April 25 to June 13 would allow us the opportunity to hold the fair. However, planning an event of this size is not feasible at this time.

Prior to cancelation, ManeGait did incur the following promotional expenses. Attached please find pictures of each promotional item.

Date	Vendor	Description	Amount
3/1/20	University Business Park	Billboard Rental on HYW 380 (8 weeks: 3/1 to 4/19)	\$2,600.00
2/24/20	XL Digital Imaging	Billboard Original Print	\$400.00
3/18/20	XL Digital Imaging	Billboard Snipe Print (to update event date)	\$105.00
2/25/20	C&D Sign Inc	Billboard Original Install	\$275.00
3/24/20	C&D Sign Inc	Billboard Snipe Install (to update event date)	\$200.00
5/15/20	C&D Sign Inc	Billboard Uninstall	\$150.00
3/23/20	McKinney & Prosper Lifestyle	1/2 Page Magazine Ad	\$650.00
3/31/20	Facebook	Boosted Posts	\$124.65
Total Expenses			\$4,504.65

While we are unable to host the Country Fair this year, we will be conducting an online fundraiser in June to celebrate ManeGait resuming riding lessons. The campaign is called "Back in the Saddle", and we look forward to featuring MCDC as a supporter of ManeGait as part of this initiative.

Thank you again to MCDC for your generous support of ManeGait programs, our riders, and the entire McKinney community.

Sincerely,

Danna Hamann
Marketing and Development Director

Billboard

East-facing on HWY 380 at University Business Plaza

Original



Updated with New Date



Magazine Ad

McKinney and Prosper Lifestyle Magazine
April Issue

A vertical magazine advertisement for the ManeGait Country Fair. At the top is the ManeGait logo and 'Country Fair' in a large, red, cursive font. Below this is a blue banner that says 'Presented By:'. Underneath is the 'NEW YORK LIFE 175 YEARS' logo. The main text reads 'SATURDAY JUNE 13' in large, bold letters, followed by 'ManeGait Therapeutic Horsemanship' and the address '3160 N Custer Rd McKinney'. There are two rows of circular icons: the first row contains a star, a guitar, a horse, and a rabbit; the second row contains a tent, a beer, and a car. At the bottom, it says 'MCDC MCKINNEY COMMUNITY DEVELOPMENT CORPORATION' and 'ADMISSION: \$25 per CAR'. A note says 'Advance ticket discounts at www.ManeGait.org'. The bottom of the ad features a blue banner with the text '★ PROCEEDS BENEFIT ★ MANEGAIT THERAPEUTIC HORSEMANSHIP'.