



MCKINNEY  
SIP + STROLL  
2021

# ORGANIZATION DESCRIPTION



SBG Hospitality is proud to be the go-to event production and marketing company in North Texas!

Not only do we plan community festivals, corporate events and endurance races but we are making an impact in North Texas! It's our passion to make the communities we serve a happier, healthier and better place to live.

Each event we host partners to give back to a local non profit partner to help serve that mission.

The majority of events take place in Collin County and McKinney is where we live and office! Our favorite events take place right here in McKinney, Texas!





# OUTLINE OF EVENT PROJECT

McKinney residents and visitors are invited to experience good times and cold beverages in McKinney!

The walks will bring visitors to McKinney and inside local shops where they'll be able to engage with the local merchants, shop and enjoy delicious beverages while taking in the sites of beautiful McKinney!

Not only will the walks increase sales and foot traffic for merchants but it will also help in promoting McKinney tourism on a consistent basis- keeping it at top of mind with visitors!

The walks provide social distancing logistics and the opportunity for guests to have fun while not gathering in a crowd!

The series will include 5 walks (potentially 7!) The majority will take place in Downtown McKinney and if we aren't able to host them all in downtown we will look at other places to draw tourism and foot traffic! (Like Hub 121 or Adriatica!)

We will start early with our hotel partnerships assuring that we have a set website to promote the walks and for guests to stay in McKinney! We will also promote the hotels on each individual facebook and ticket site.

The series will begin in February and end in October.

We are asking for \$8,000 as this is not one event but FIVE events that promote tourism in McKinney! (potentially 7!) And getting the word out for these walks effectively will only be possible with the grant support!

Below you will see an outlined of our potential walks and dates.



# MCKINNEY MIMOSA WALK: FEBRUARY 13TH

BRUNCH LOVERS...This one is for you!

Attendees will receive a signature mimosa glass, a custom event map directing them to their tasty journey around McKinney , 15 delicious tastings of mimosas and 5 bonus stops! Bonus stops will include bloody marys, and other fun brunch goodies!

Additionally all participants will receive a swag bag filled with coupons and brunch deals from local restaurants!

A local McKinney non profit will partner with us to help with registration and they will receive a donation from the event!

Participants are encouraged to dress up! There's a costume contest prize for a delicious cocktail brunch for 4 valued at \$200 for the winner!

If possible to have a food vendor- we'd have a food partner where participants can purchase brunch cuisine. There will be 5-10 vendors, lawn games, live music along with plenty of hand sanitizer!

A fun brunch filled day for all!





# MCKINNEY ST. PATRICK'S DAY BEER WALK: MARCH 13

Put on your green!!

Attendees receive a signature event beer taster, a custom event map directing them to their tasty journey around downtown McKinney, and 20 delicious beer tastings! Bonus stops will include guinness ice cream and green hard seltzer!

Additionally all participants will receive a swag bag filled with coupons and deals from local restaurants!

A local McKinney non profit will partner with us to help with registration and they will receive a donation from the event!

Participants are encouraged to dress up in their green! There's a costume contest and a prize for the best dressed!

If possible to have a food vendor- we'd have a food partner at Mitchell Park where participants can purchase St. Pats themed cuisine. There will be 10 vendors, lawn games, live music along with plenty of hand sanitizer!

A fun St. Pat's Day for all!



# KENTUCKY DERBY COCKTAIL STROLL: MAY 1

Put on your hat, Its Derby Day in McKinney!

Attendees receive a signature cocktail taster, a custom event map directing them to their tasty journey around downtown McKinney, and 15 delicious cocktail tastings! 5 Bonus stops will include a variety of fun items like mint julep ice cream and more!

Additionally all participants will receive a swag bag filled with coupons and deals from local restaurants!

A local McKinney non profit will partner with us to help with registration and they will receive a donation from the event!

Participants are encouraged to dress up in their derby wear! There's a costume contest and a prize for the best dressed!

If possible to have a food vendor- we'd have a food partner at Mitchell Park where participants can purchase Derby Day themed cuisine. There will be 10 vendors, lawn games, live music along with plenty of hand sanitizer!

A fun Kentucky Derby Day for all!





# CRAFT BEER WALK: JUNE 19TH

It's Father's Day Weekend! Time to celebrate dad!

Attendees receive a signature event beer taster, a custom event map directing them to their tasty journey around downtown McKinney, and 20 delicious beer tastings!

Additionally all participants will receive a swag bag filled with coupons, snacks and deals from local restaurants!

A local McKinney non profit will partner with us to help with registration and they will receive a donation from the event!

A fun day drinking beer, shopping and celebrating dad in downtown McKinney!



# MCKINNEY MARGARITA STROLL: JULY 10,17 OR 24



## MARGARITA MAMBO!

Attendees receive a signature margarita taster, a custom event map directing them to their tasty journey around downtown McKinney, and 15 delicious margarita tastings! 5 Bonus stops will include a variety of fun items like blood marys, ice cream and hard seltzer.

Additionally all participants will receive a swag bag filled with snacks, coupons and deals from local restaurants!



A local McKinney non profit will partner with us to help with registration and they will receive a donation from the event!



A funday shopping, sipping and strolling in downtown McKinney!



# MCKINNEY WINE WALK: AUGUST 7TH



It's time to wine and dine in McKinney!

Attendees receive a signature margarita taster, a custom event map directing them to their tasty journey around McKinney, and 20 wine tastings!



Additionally all participants will receive a swag bag filled with snacks, coupons and deals from local restaurants!

A local McKinney non profit will partner with us to help with registration and they will receive a donation from the event!



A fun day shopping, sipping and strolling in McKinney!

# MCKINNEY OKTOBER BIER WALK, OCTOBER 2ND

Put on your lederhosen and join us in McKinney!

Attendees receive a signature bier taster, a custom event map directing them to their tasty journey around downtown McKinney, and 20 delicious bier tastings!

Additionally all participants will receive a swag bag filled with snacks, coupons and deals from local restaurants!

A local McKinney non profit will partner with us to help with registration and they will receive a donation from the event!

Participants are encouraged to dress up in their Oktoberfest attire!

If possible to have a food vendor- we'd have a food partner where participants can purchase Oktoberfest themed cuisine. There will be 10 vendors, lawn games, live music along with plenty of hand sanitizer!

A fun Oktoberfest themed day in McKinney!





# MARKETING OUTREACH/ EVALUATING SUCCESS/BUDGET

**We would use the \$8,000 to attract tourists in TWO ways:**

An impactful Social Media Campaign targeting visitors

A custom website for the sip and stroll series where all of the walks, hotels and special packages are included.

**We will gauge the level of success based on:**

How many tickets were sold. We anticipate capping each walk at 2,000 throughout the day.

**Budget:**

Each walk costs us around \$20,000 to host. Total: \$100k-\$140k depending on if we host 5 or 7.

**THANK YOU FOR YOUR CONSIDERATION!!**