



April 13, 2020

Dear MCDC,

Thank you for supporting the McKinney St. Patrick's Day Festival & Shamrock Run! The advertising worked well and brought over 40,000 to the event websites and a following of 5,000 on social media while gaining hundreds of thousands of impressions!

Sadly, we had to postpone the event due to Covid-19. The event was rescheduled for June 6th but it appears that date will also not work for large social gatherings. We are making the event Virtual and will be mailing out all the medals, bibs and t-shirts to the 900 registered participants. (we will be sure to bring you shirts as the MCDC logo is included!) Although we will be refunding 100% of tickets from our beer pass sales, we are still donating to our nonprofit partner- The Warriors Keep. They will receive a donation of \$1,000.

We are requesting reimbursement for the attached receipts in the amount of \$8,265.75. As proposed, we advertised with an impactful social media and digital campaign, an event website, printed flyers, printed ads, and a promotional video.

There was a lot of buzz around this McKinney event and we can't wait to bring the community and visitors together in 2021! We love supporting tourism, local business and fun in McKinney, TX! Thank you for supporting the 3rd Annual McKinney St. Patrick's Day Festival & Shamrock Run! We would love to receive your support again next year as we work to grow the event in McKinney, TX!

Thank you,

Lauren Stephan
SBG Hospitality

EXPENSES	Amount Paid
Printed Flyers (Bargain Basement Printing)	\$72.68
Event Website Expense (Square Space Subscription)	\$183.60
Event Website Expense (Go Daddy Domain)	\$30.34
Event Website Expense (Upwork- Website Creation)	\$206
Event Website Expense (Upwork- Website Creation)	\$51.50
Promotional Video (FX Web Media)	\$600
Logo Creation (Jon Fettig Graphic Design)	\$128.75
Social Media Campaign/Digital Marketing	\$5,032.88
Print Ads (Community Impact)	\$1,960
TOTAL REIMBURSEMENT	\$8,265.75

FREE!

FAMILY FRIENDLY!

2 STAGES!!

MCKINNEY • ST. PATRICK'S DAY • FESTIVAL

**SATURDAY
MARCH 14
2020**

9AM-4PM

PRESENTED BY
**IRON HORSE
CONTRACTORS**



Shamrock Run

**Register for the
Shamrock Run 5k @**

MckinneyStPatricksDay.com/tickets

Let the Festivities Begin!

*The festival features **FOUR** Irish bands, Irish dancing, a St. Pat's photo booth, costume contests, lots of shopping, delicious food, and plenty of green beer!*

REGISTER FOR THE 5K TODAY!

All participants will receive an event t-shirt and a sweet finisher medal at the chip timed race. The 5k fee is \$30 and a portion of the proceeds will go to **The Warriors Keep!**



PUT YOUR GREEN ON AND JOIN US!

**TUPPS
BREWERY**

721 Anderson St
Mckinney, TX 75069

www.MckinneyStPatricksDay.com



Thank You to our Event Partners

For more information about our presenting sponsor, visit dfwironhorse.com



**IRON HORSE
CONTRACTORS**

