



SBG Hospitality was awarded \$10,000 for the promotion and advertising for the 4th Annual McKinney Wine & Music Festival! The event includes wine tasting, shopping, local businesses, and fantastic music!

Due to covid 19 we have restructured the 2020 walk to keep our partners and participants safe! We have held wine and beer walks throughout the summer and have perfected social distancing logistics. Participants can taste delicious wines, listen to live music as they stroll, have a wonderful day shopping with our downtown merchants, but never gather in a crowd. The walks have been embraced by the community and have been very successful for everyone involved.

We have moved the 2020 walk from Towne Lake Park to Downtown McKinney on October 17-18. Additionally we have created a partnership with Main Street to create a McKinney Oktober Bier Walk on October 3-4 in Downtown McKinney. **We are hoping that \$3,000 from our grant can be allocated towards the advertising and promotion of the McKinney Oktober Bier Walk.**



McKinney Wine & Music Walk:

The Walk provides all the FUN from the festival but allows for social distancing as we are logistically operating differently this year. Some examples include: Participants choose three hour windows and are assigned one of three unique arrival locations. Musicians will be set up on 5 different street corners under tents. This will provide entertainment but will not allow for a crowd to gather. Culinary demonstrations will still happen with local chefs but in a different way taking place at the Sugarbacon patio spread out for social distancing. The Walk brings business to downtown McKinney and supports our local downtown merchants.



McKinney Oktober Bier Walk:

Allocating \$3,000 from the grant will allow us to advertise the walk in downtown McKinney which will increase sells for local merchants. The Oktober Bier Walk will logistically be structured like the Wine Walk with event windows and unique arrival locations. Participants will taste 20 Oktoberfest style beers throughout the shops in downtown McKinney. There will be music on street corners.



Revised Media Outreach Plan:

\$7,000 for McKinney Wine & Music Walk and \$3,000 for McKinney Oktober Bier Walk

MCKINNEY WINE & MUSIC WALK:

Upwork Artwork & design \$400 approx

Radio \$1,500 approx

North Texas Social Media Influencers \$500 approx

Christine Finnegan PR \$250 approx

Print Ads \$2,150 approx

Social Media Advertising \$2,200 approx

MCKINNEY OKTOBER BIER WALK:

Upwork Artword & Design \$275 approx

North Texas Social Media Influencers \$500 approx

Christine Finnegan PR \$250 approx

Print Ads \$785 approx

Social Media Advertising \$1,200 approx

Thank you for your consideration! The McKinney Oktober Bier Walk is a great addition to the calendar! It is a safe way for the community to support our local downtown McKinney businesses! We would love to use some of our grant to contribute to the success of the Oktober Bier Walk!

Thank you!

SBG Hospitality