



# Empty Bowls McKinney 2022



- Sample soups & sweets
- Take home a handcrafted bowl
- Proceeds fight hunger!



GRANT  
REQUEST:  
\$9,500

(95% of advertising budget)

### Advertising plan for Grant Money

Online Ads & Boosts	\$3,000
Print Ads	\$3,000
Yard Signs	\$1,000
Banners, Posters & Cards	\$1,000
Billboard	\$500
Videos	\$1,000

Total: \$9,500

# Past Marketing Activities

## What worked:

- Community Impact email & print ads
- Social Media ads & boosts
- YouTube videos
- Yard signs

## What did not work:

- We did not pass out as many cards due to not having enough face to face opportunities during the pandemic
- Did not spend as much on social media as we budgeted. Changed our focus and spent more on Community Impact email & print ads

## What we learned:

- Working with Community Impact helped us provide targeted and timely ads leading up to the event
- Using videos upped our online engagement
- More people and sponsors wanted yard signs than ever before - had to order more!

# EMPTY BOWLS

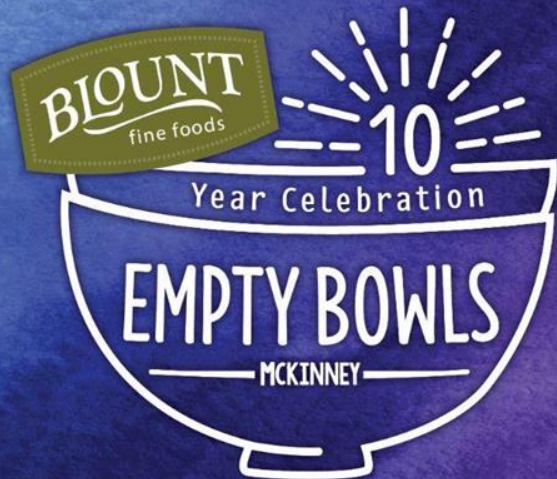
MCKINNEY

10  
Year Celebration

FIGHT HUNGER ONE BOWL AT A TIME  
**APRIL 29, 2021**

MCDC  
MCKINNEY COMMUNITY  
DEVELOPMENT CORPORATION

*St. Peter's*  
EPISCOPAL CHURCH



FIGHT HUNGER ONE BOWL AT A TIME

**APRIL 29**

6:00 - 8:00 pm

**TICKETS ON  
SALE NOW**

[www.EmptyBowlsMcKinney.com](http://www.EmptyBowlsMcKinney.com)

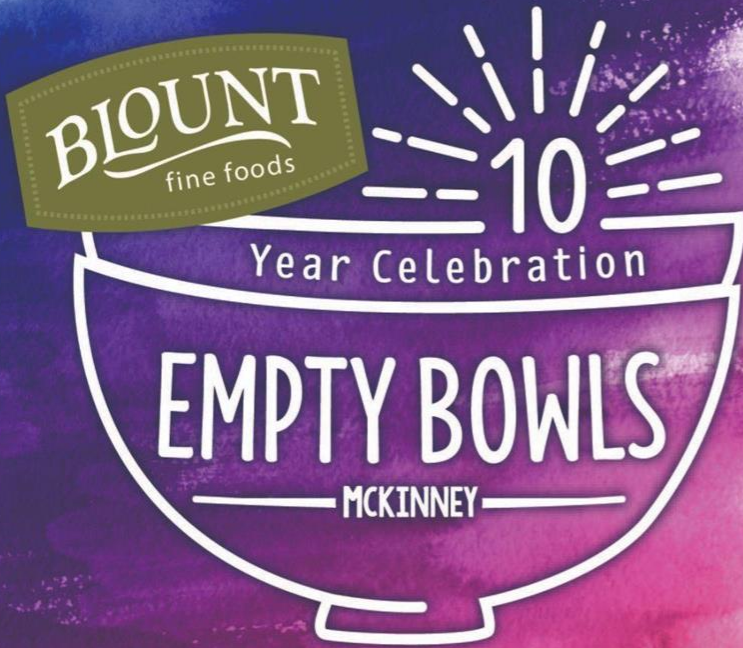
## TASTE GOURMET SOUPS & SWEETS BY

Blount Fine Foods, Andy's Frozen Custard  
Bernard's Gourmet Foods, Caudalie Crest  
The Celt, Harvest Seasonal Kitchen, Hugs Café  
Local Yocal BBQ & Grill, Patina Green, The Pub  
Rick's Chophouse, Rye, Spoons Cafe & Spoons Fed  
Square Burger, TUPPS

## CHOOSE A HANDCRAFTED BOWL

MCDC  
MCKINNEY COMMUNITY  
DEVELOPMENT CORPORATION

*St. Peter's*  
EPISCOPAL CHURCH



FIGHT HUNGER ONE BOWL AT A TIME

**APRIL 29**  
— 6:00 - 8:00 pm —

McKinney Performing Arts Center

111 N Tennessee St, McKinney, TX 75069

[www.EmptyBowlsMcKinney.com](http://www.EmptyBowlsMcKinney.com)

## TASTE GOURMET SOUPS & SWEETS BY

Blount Fine Foods, Andy's Frozen Custard  
Bernard's Gourmet Foods, Caudalie Crest  
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Hugs Café, Local Yocal BBQ & Grill  
Patina Green, The Pub, Rick's Chophouse  
Rye, Spoons Cafe and Spoons Fed  
Square Burger, TUPPS

## CHOOSE A HANDCRAFTED BOWL

Benefiting



Title Sponsor



Presenting Sponsor



Sponsors



First United Bank, Developing Solutions  
Dean Cimini & Liz Strand Cimini Matched by Microsoft  
Valliance Bank, Love Life Foundation, AlphaGraphics



Empty Bows McKinney

Published by Hootsuite · April 11 ·

Take a moment and bid on this beautiful bowl created by Steve Macias. Steve enjoys working on the pottery wheel to make functional and decorative pottery. To bid, please visit <https://www.benefitbidding.net/.../listings/details.cfm...>

The graphic features a purple background with a white outline of a bowl. Inside the bowl outline, it says "10 Year Celebration" and "EMPTY BOWS MCKINNEY". To the right of the bowl outline, the words "AUCTION BOWL" are written in large white letters. Below the bowl outline, the name "STEVE MACIAS" is written in large white letters. At the top left, there is a logo for "BLOUNT fine foods". At the bottom, there are three small images of different pottery bowls.

1,038

People reached

77

Engagements

-

Distribution score

Boost post



Empty Bows McKinney

Published by AJ Micheletto · April 14 ·

Have you purchased your raffle tickets yet? You can support Empty Bows McKinney by purchasing raffle tickets today. Win one of three beautiful bowls created by our local artists. You need not be present to win! Drawing will be held on April 29th.



YOUTUBE.COM

Empty Bows McKinney 2021 Raffle

Apr 29 6 PM · MPAC McKinney Performing Art...

Get Tickets

7,293

People reached

575

Engagements

Boost Again





# Event Attendance

2021	2020	2019
600 attendees <b>SOLD OUT</b>	0 attendees	850 attendees
Limited Ticket Sales	Virtual Event	Pre-Pandemic
27% visitors	28% donations from visitors	25% visitors





# 2022 Event Budget

<b>Event Income</b>	Budget
MCDC Community Event Grant	\$9,500
Sponsorships	\$37,000
Donations	\$4,000
Admissions	\$25,000
Art Auction & Raffle Proceeds	\$10,000
Day of Proceeds	\$3,200
Bowl Making & Post Event Sales	\$3,500
<b>TOTAL</b>	<b>\$92,200</b>

<b>Event Expenses</b>	Budget
Supplies	\$3,500
Rentals	\$7,500
Bowl Making	\$2,000
Day of Expenses	\$9,480
Advertising	\$10,000
Signs	\$7,000
<b>TOTAL</b>	<b>\$39,480</b>
<b>NET INCOME</b>	<b>\$52,720</b>

# Event Beneficiaries



80% of Net Income  
\$42,000



20% of Net Income  
\$10,500

# May 12, 2022

6:00 - 8:00 PM

McKinney Performing Arts Center

