

McKinney Music Festival



Estimated Date:
April 25, 2020

Live Music + Local Vendors & Artists + Fresh Food

- Texas based musicians
- McKinney and Collin County based artists, food, and vendors
- A way to showcase local entrepreneurs that are unique to McKinney and generate income to pay for festival expenses



Benefiting LifePath Systems of Collin County



L I F E P A T H S Y S T E M S

Building stronger communities...person by person.

- Located in Collin County
- Serves individuals and families impacted by behavioral health, intellectual or developmental challenges, which results in stronger communities.
- Currently have 2 homes - 1 men's home and 1 women's home.
- In constant need of updating and upgrades based on resident needs.
- Looking to acquire a transport van to get residents in to the community for life skills and job training.



Hosted by TUPPS Brewery

- Production brewery located in McKinney, behind the Cotton Mill
- Housed in a 15,000 square foot warehouse, where we produce and serve beer
- Family business coming up on 5 years of business in May of 2020
- Sustainable business, which already attracts people from the DFW area and has social media followers from all over Texas and the United States
- Already embraced and supported multiple charities including:
 - HUGS Cafe
 - ManeGait
 - Warrior's Keep
 - Samaritan Inn
 - Treasured Vessels
 - The list goes on....



TUPPS is...Unique by Nature ...just like McKinney!

Why a music festival in McKinney?

- When people think of McKinney, they often think of our historic and quaint downtown. We want to EXPAND that and drive traffic from all over the metroplex, the state of Texas, and Oklahoma - where we are actively in the craft beer market.
- The City of McKinney has true heart and soul - music is a great way to promote that!
- McKinney cares about our community and supports organizations that support our community - LifePath is just that.
- TUPPS is a thriving contributor to the city. We are currently the 4th largest revenue producing taproom in DFW. We are an example of a small business WIN as a result of strong city and community support.



SPONSORSHIP



COMMITTED:

- Ben E Keith has committed to providing a large stage at zero cost
- Encore Wire
- Love Life Foundation
- Bill & Priscilla Darling



POTENTIAL :

- Car Dealership
- Pogue Construction
- Tradition Homes
- Ebby Halliday
- Traxxis

Expenses and Financial Breakdown

	Expense
Operations	
Permits	\$ 100
On-site Officers	\$ 360
Fencing and toilets	\$ 3,480
Lighting	\$ 1,650
Music	\$15,000
Insurance liability and weather	\$ 750
Barracades	\$ 500
Field rental	\$ 750
Generators	\$ 500
Ben E Keith Stage	\$ 1,000
Waste removal	\$ 500
Misc.	\$ 500
Total	\$25,090

Marketing			
Social Media	\$ 4,000		
Radio	\$ 3,000		
Banners	\$ 3,000		
Posters	\$ 1,000		
Print	\$ 3,000		
T-Shirts	\$ 2,000		
Total	\$16,000		
Total Expenses	\$41,090		
		Income	
Sponsors			
Encore Wire		\$ 5,000	Committed
Love Life		\$ 5,000	Committed
Bill and Priscilla Darling		\$ 2,500	Committed
Ben E Keith		\$ 1,000	Committed
McKinney CDC		\$ 15,000	Pending
Other		\$ 12,500	Target
Total		\$ 41,000	\$35 X 1000
Entry Fee		\$ 35,000	
Total Income		\$ 76,000	
Net Raised for Life Path	\$34,910		

Marketing

TUPPS Top FB Following Cities:

- Social Media:
 - Facebook - TUPPS Brewery has 15,404 followers, TUPPS Taproom has 561 followers
 - Instagram - main page has 12,700+ followers, TUPPS Austin page has 635 followers
- Radio
 - Ads on 97.5 KLAK (McKinney based)
 - Hopefully 95.3 KHYI (Dallas based)
 - Possibly reach out to Austin/OK radio networks
- Print
 - Dallas Observer
 - Dallas Morning News
 - McKinney Community Impact
 - Other local blogs/magazines
 - Press Releases

City	Your Followers
McKinney, TX	3,767
Dallas, TX	1,892
Plano, TX	818
Frisco, TX	739
Allen, TX	718
Fort Worth, TX	539
Prosper, TX	252
Austin, TX	234
Denton, TX	216
Princeton, TX	198
Melissa, TX	196
Anna, TX	191
Celina, TX	166
Little Elm, TX	165

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