



SHAKESPEAREMCKINNEY.ORG

MARCH 25, 2023  
10AM-7PM  
ADRIATICA VILLAGE



BENEFITING LOCAL ARTISTS AND ARTS ORGANIZATIONS

*Join Us!*

PARTICIPANT  
REGISTRATION  
FORM

*Festival*  
DETAILS

Shakespeare McKinney is a family friendly festival celebrating culture, creativity and community where local artists display their talents through classic works of theatre, dance, visual arts and music.

CONTACT



@SHAKESPEAREMCKINNEY

ANGIBURNSCONSULTING@GMAIL.COM

EVENT  
SPONSORSHIPS  
AVAILABLE

*Main Stage*

Young Actor's Guild  
presents  
"A Midsummer Night's Dream"  
A Galactic Adaptation

Gorilla Theatre Players  
presents  
'Mmmbeth...'  
A Spoof on the Scottish Play

Poor Yorick Productions  
presents  
William Shakespeare's  
Romeo & Juliet

Out of Line Concepts  
presents  
'A Midsummer Night's Dream'  
In Motion



3

STAGES

10

FOOD TRUCKS

50+

VENDOR BOOTHS



**THE MISSION OF  
SHAKESPEARE  
MCKINNEY IS TO  
PRODUCE  
COLLABORATIVE EVENTS  
WHICH CELEBRATE  
CULTURE, CREATIVITY  
AND COMMUNITY  
PROVIDING AN  
OPPORTUNITY FOR  
LOCAL ARTISTS AND  
ARTS ORGANIZATIONS TO  
RECEIVE RECOGNITION  
AND REWARD.**



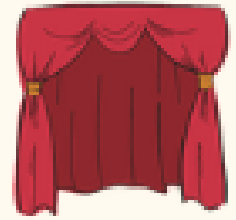
MARCH 25, 2023

# Shakespeare MCKINNEY

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3

STAGES



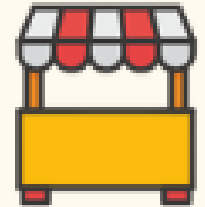
10

FOOD TRUCKS



50+

VENDOR BOOTHS



## KIDS ZONE



STUDENT ACTING COMPETITION

[SHAKESPEAREMCKINNEY.ORG](http://SHAKESPEAREMCKINNEY.ORG)

TICKETS ON SALE NOW



# Main Stage

Young Actor's Guild

"A Midsummer Night's Dream"

A Galactic Adaptation

Out of Line Concepts

"A Midsummer Night's Dream"

In Motion



Gorilla Theatre Players

"Mmmbeth..."

A Spoof on the Scottish Play

Poor Yorick Productions

William Shakespeare's

"Romeo & Juliet"

# Side Stage Groups



- Van Alstyne High School
- The Einstein School
- The Dance Movement
- McKinney Flute Orchestra
- Resolute Theatre Project
- Raena Belly Dance
- Simmons Strings
- Genesis Children's Theatre
- Elevate Dance
- Frisco High School

# Street Performers



6 Artist spots throughout the park dedicated to live "performances"

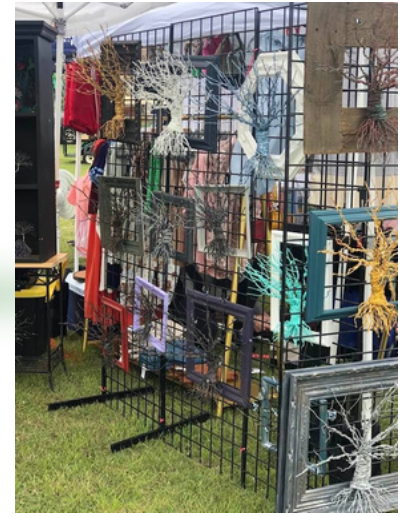
Artists keep all tips

ANYONE can sign up to perform

All Ages



# Vendors



- Artists
- Businesses
- Non-profit Organizations
- Food Trucks



*Student*

# SCHOLARSHIP COMPETITIONS

SHAKESPEAREAN MONOLOGUE

CLASSIC SCENEWORK

IMPROVISATION

Monetary Scholarship awards presented  
to top 3 winners in each category!



*Shakespeare*

MCKINNEY



[ShakespeareMcKinney.org](http://ShakespeareMcKinney.org)



- Attendance goal: 3000 (2022 had approximately 1500)
- Complimentary Child General Admission tickets will be sent to local school's
- General Admission \$20, Child GA \$10, Kids Zone \$35
- Reserved and VIP tickets available



- Shakespeare McKinney is an initiative of Ovation Academy's Community Outreach program until approval from the state has been granted to operate as its own nonprofit organization. A DBA was granted on 11/01/2022 effective 11/02/2022.
- Ovation Academy maintains its 501c3 nonprofit status per the State of Texas.
- Shakespeare McKinney is a volunteer run organization with 5 Board Members and 15-20 Committee Chairpersons.
- Shakespeare McKinney may hire event production consultants and 1099 contractors as needed to assist with achieving its mission.



# Marketing Budget

Expense	Amount	Description
Social Media	\$2,100	3 months @ \$700/mo.
Banners/Signs	\$1,000	4 vinyl hanging, 50 yard signs
Posters	\$250	300 posters
Radio	\$2,000	iheart radio & Local stations 2 weeks prior to event
Publications	\$3,000	3-5 publications, 3 months prior to event
Running Boards	\$2,500	6 weeks prior to event
Community Impact	\$2,500	3 months prior to event
Mailers	\$1,395	7500 pieces @ \$0.186
<b>TOTAL</b>	<b>\$14,745</b>	

# Project Budget

## Event Budget (Max amounts)

Expense	Amount
Stage/Lighting/Sound	\$2,500
Tents/Chairs	\$2,500
Fencing	\$2,500
Trash bins	NA
Marketing materials	\$14,745
Security	3,000
Shuttles	\$2,500
Volunteer/Event Shirts	\$2,500
Swag Bags	\$1,200
Permits/fees	\$250
Drink reimbursement	\$750
Porta Potties	\$1,000.00
Mainstage Chairs	\$200
Golf Carts	\$700
Bounce House	\$350
Petting Zoo	\$1,200
Face Painter/Glitter Tattoo	\$1,000
Ninja Course	\$750
Falcon Show	\$400
VIP Booth	\$1,000
Crafts	600
Event signage	\$1,000
ATM	\$100
Live Painter	\$800
Day of expenses	\$500
Merchant service fees	\$700
Stipends	\$2,500
<b>TOTAL</b>	<b>\$45,245</b>

## Projected Sponsorships/Grants

Title Sponsor	10,000
Auto Sponsor	\$10,000
Medical Sponsor	\$5,000
MainStage Show Sponsor	\$10,000
Kid Zone Sponsor	\$5,000
VIP Booth	\$2,000
Grants	\$5,000
<b>TOTAL</b>	<b>\$47,000</b>

## Projected Revenue

Ticket Sales	\$30,000
Food Truck %	\$2,500
Booth Sponsors	\$8,750
<b>TOTAL</b>	<b>\$39,250</b>

40% Revenue split between MainStage Groups  
 30% Revenue goes to 2024 Budget  
 30% Revenue paid to hired consultants & producers

Thank You

