



**McKinney Performing Arts Center
at the Historic Collin County Courthouse
111 N. Tennessee St.
McKinney, TX 75069
972/547-2650**

March 31, 2014

Dear McKinney Arts Commission Board Members,

McKinney Performing Arts Center respectfully requests \$1,000 to assist with marketing costs associated with the 3rd Annual Juried Arts Show, 'Unique By Nature. This annual event was created in partnership with the McKinney Arts and Music Guild to honor the achievements of area artists as well as build a permanent and public art collection for the facility.

The opening night reception for the 2014 show is scheduled for Saturday, May 3, and the exhibit will hang in MPAC's Gallery through May 21.

In 2013, 70 artists submitted over 120 pieces of art work along with 150 guests whom attended the opening night reception and award ceremony. MPAC was able to add six new pieces to the collection. We believe that this year we will reach more artists as well as increase the number of guests and visitors.

Funding from the McKinney Arts Commission will assist MPAC in broadening the visibility for this event.

Specifically, MPAC will utilize funds received from MAC to support continued marketing and promotional endeavors such as:

- Ad in Friday Guide section of *The Dallas Morning News*
- Posters
- Table tent cards

MPAC will provide the McKinney Arts Commission with logo recognition in the Guide ad, as well as signage at the event. MAC will receive sponsor recognition through the following mediums:

- Press release
- MPAC website
- City distributed email (33,000)
- MPAC Curtain Call (12,000)

Thank you for your consideration.

Sincerely,
Amy Rosenthal, Director
McKinney Main Street / McKinney Performing Arts Center