

2ND Annual
McKINNEY
ST. PATRICK'S DAY
FESTIVAL



& Shamrock Run

Saturday, March 16th, 9am-3pm

TUPPS Brewery





WHAT, WHERE, WHEN

The festival is FREE to attend, family friendly and open to the public!



The festival features a play zone for kids, 2 McKinney Irish Bands, Irish dance performances from children's dance studios, delicious food, 60 local shops, boutiques and business partners, costume contests, and of course green beer!



The Shamrock Run 5k kicks off the festivities at 9am! The 5k costs \$25 and a portion of the proceeds benefits our McKinney non profit partner The Warriors Keep!

GOALS, NUMBERS, OBJECTIVES



In 2018 the inaugural McKinney St. Patrick's Day Festival had 5,500 people in attendance! It was a huge success, a lot of fun and hosted a lot of out of town visitors!



In 2019 we hope to see 6,000 in attendance. Our objective with this event is to create a community event that will add value and increase the quality of life for McKinney residents, to attract visitors to the City of McKinney and to create a staple community event that residents, local business owners and McKinney visitors look forward to every year!



This event gives McKinney small business owners, restaurants, artists, dance studios and others, an opportunity to showcase their businesses with McKinney residents and visitors.



GOALS, NUMBERS, OBJECTIVES

The event showcases McKinney as a unique, fun and cool destination for events! We had thousands of visitors from all over DFW last year & our goal is to grow that number year after year while also increasing our attendance with McKinney locals.



The advertising grant would allow us the opportunity to advertise this great McKinney event to the DFW metroplex.

Here's how we'd use the advertising grant:

Printed Flyers \$100.00

Impactful Social Media Campaign \$4,000.00

Community Impact \$4,000.00

Event Website \$200.00

Magazines \$2,400.00

Local radio \$1,500.00

McKinney Bloggers \$300.00

Press Releases \$300.00

Promotional Video \$1,000.00

Mass Emails (Big D, etc) \$1,200.00





CELEBRATE ST. PAT'S IN MCKINNEY, TX!

The inaugural event proved that this event is a homerun for our community. It promotes tourism and promotes local businesses.

We would love to grow this event in McKinney and that would be possible with the support from the MCDC advertising grant.



Thank you for your consideration and we hope that you'll join us on March 16th to celebrate St. Patrick's Day in McKinney, Texas.



THANK YOU FOR YOUR CONSIDERATION!

