



SATURDAY, OCTOBER 19, 12PM-5PM

MCKINNEY, TEXAS



SBG Hospitality is an event production company based in McKinney, TX. Our events drive traffic to venues, promotes tourism, showcases local businesses, gives back to local nonprofits, and provides fun, free, family friendly activities in Collin County.

Our other McKinney events include:

McKinney St. Patrick's Day Festival & Shamrock Run

McKinney Fall Festival & Monster Dash 5k

McKinney Beer + Bites at TUPPS Brewery

Our small team partners with restaurants, artisans, boutiques, and larger businesses to increase their brand awareness and sales. McKinney event partners LOVE our festivals and their partnerships with SBG Hospitality.

WHAT, WHERE, WHEN

The 3rd *Annual* event will take place on Saturday,
October 19th from 12pm-5pm!

The Festival will feature:

***3 Bands**

***25+ Wineries**

***Delicious food**

***100 McKinney Artists, boutiques and
businesses**

***A grape stomping competition benefiting the
Warriors Keep**

***A play Zone for kids**

***Culinary Experience tent showcasing our
fantastic McKinney culinary experts**





DETAILS

*The festival is FREE & FAMILY FRIENDLY! Food and wine will be available for purchase.

*The event is in partnership with the Love Life Foundation, A McKinney based non-profit that is making the lives of local women and children in need better and healthier! And The Warriors Keep! A McKinney based veteran organization!

*Last year we were able to donate \$3,500 to these organizations and this year we hope to double it!

*\$1 from every wine glass sold will be donated to Love Life. 25% of beer sales is donated to The Warriors Keep along with 100% of proceeds from the grape stomping competitions!

*Our 2018 event hosted 4,000 attendees from all over the metroplex!

*This year we are anticipating 4,500+ attendees that will come from all over DFW!

PROMOTING TOURISM & BUSINESS GROWTH

This event promotes tourism in McKinney!

It promotes business growth as we partner with over 100 businesses including artisans, wineries, restaurants, non-profit organizations and small and large businesses.

The event adds value to McKinney, furthering its reputation as a cultural arts destination.

The help from the MCDC would be hugely impactful on the success of the event and with this grant we can continue to grow the event to be an annual tradition that McKinney will be proud of for many years to come.

Here is a list of how we'd utilize the advertising grant:





ADVERTISING

Our Marketing Campaign includes:

Ads with Community Impact \$3,800.00

Radio \$2,500.00

Press Releases \$400

Flyers \$100.00

Local Magazines \$2,000.00

Impactful social media campaign \$5,000.00

Promotional Video: \$1,000

Be McKinney Blog \$200

GOALS * NUMBERS * OBJECTIVES

The event showcases McKinney as a unique, fun and cultural experience destination.

Not only will residents continue to love and support the event but our attendance and social following will continue to increase all around the metroplex and beyond.

The festival will cost \$45,000. We are hoping to receive \$15,000 from the grant to support our advertising efforts so we can promote and advertise the FREE community event effectively.

The events success will be measured by:

Event attendance

Social media following

Feedback from attendees, participating businesses, sponsors, vendors, restaurants, hotels and artists!

THANK YOU FOR YOUR CONSIDERATION!



