

Bi-Annual Parents of Performers Convention AKA P.O.P. CON

McKinney Visitors' Bureau Grant Presentation



Parents of Performers

Convention

February 26 & 27, 2021

404 POWER HOUSE ST. MCKINNEY, TX 75071 WWW.OVATIONAPA.ORG 214-856-4513

Workshop Presenters Include:

Keynote Speaker

BJ Cleveland Margo Manning Lauren Lazell

DEBBIE SILVER

Gail Cronauer Katy Bettner Dr. Lesley Childs Ashley H. White

David Pinkston Rebecca Lowrey Merrill West Ania Lyons

Julie Kelly Dr. Matt Davis Linda Eicher Kiba Walker

Gypsy Ingram Caitlin Suttle Thrivnet Financial

Christina Dragoo Parent Panel Angi Burns

Industry Professional Workshops

Keynote Speakers

Parent Panels

Vendors

Industry Resources

Training and Mentorship for Parents

Marketing Plan



Total Page Likes: 1,947

Total Page Followers: 2,023

POP CON Marketing Plan

Marketing Budget

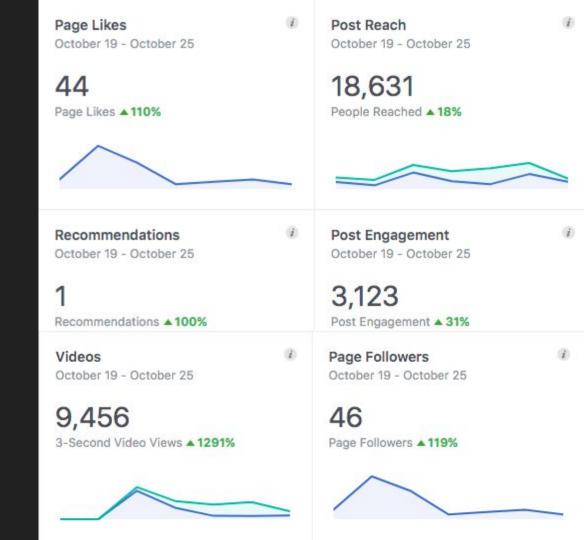
Publications	\$3000
Vista Print (Banners)	\$500
Radio	\$2500
Television	\$2500
Facebook/Instagram	\$2000
Office Depot	\$750
Billboards	\$3750

TOTAL

\$15,000

In the past week...

We are finally figuring out how this works.;)



Why invest in us? We will help achieve McKinney's goal of becoming a notable Cultural District!

Spotlight the industry resources within McKinney!

light multiple performance venues within the Cultural District!

Allow local vendors to reach more clients!

Engaging the Youth and Parents in our community!

Unique and intriguing opportunity!