



2025 NCAA DII FOOTBALL  
CHAMPIONSHIP

# History & Today

- Championship Game Host Since 2018
- Won bid to extend through 2027
- Partnership with McKinney ISD, City of McKinney, Visit McKinney & Volunteers
- 2025 Championship
  - Ferris State Bulldogs (MI) vs. Harding University (AR)



# Fan Fest at



**716**

Guest Checks



**\$572**

Food Truck



**\$12,184**

Total Sales



# NCAA DII Room Nights

## McKinney Hotels

579 Room Nights

- 391 Sheraton (Ferris State Team)
- 30 SpringHill (Officials)
- 32 Springhill Suites (Ferris Band)
- 52 Springhill Suites (Ferris Band)
- 74 TownePlace Suites (Ferris Cheer)



## Marriott Allen

273 Room Nights

Harding Team



# Playeasy

## Event Performance

- 171 Event View
- 85 Unique Visitors
- 16 Ticketing Clicks

## Hotel Pickup

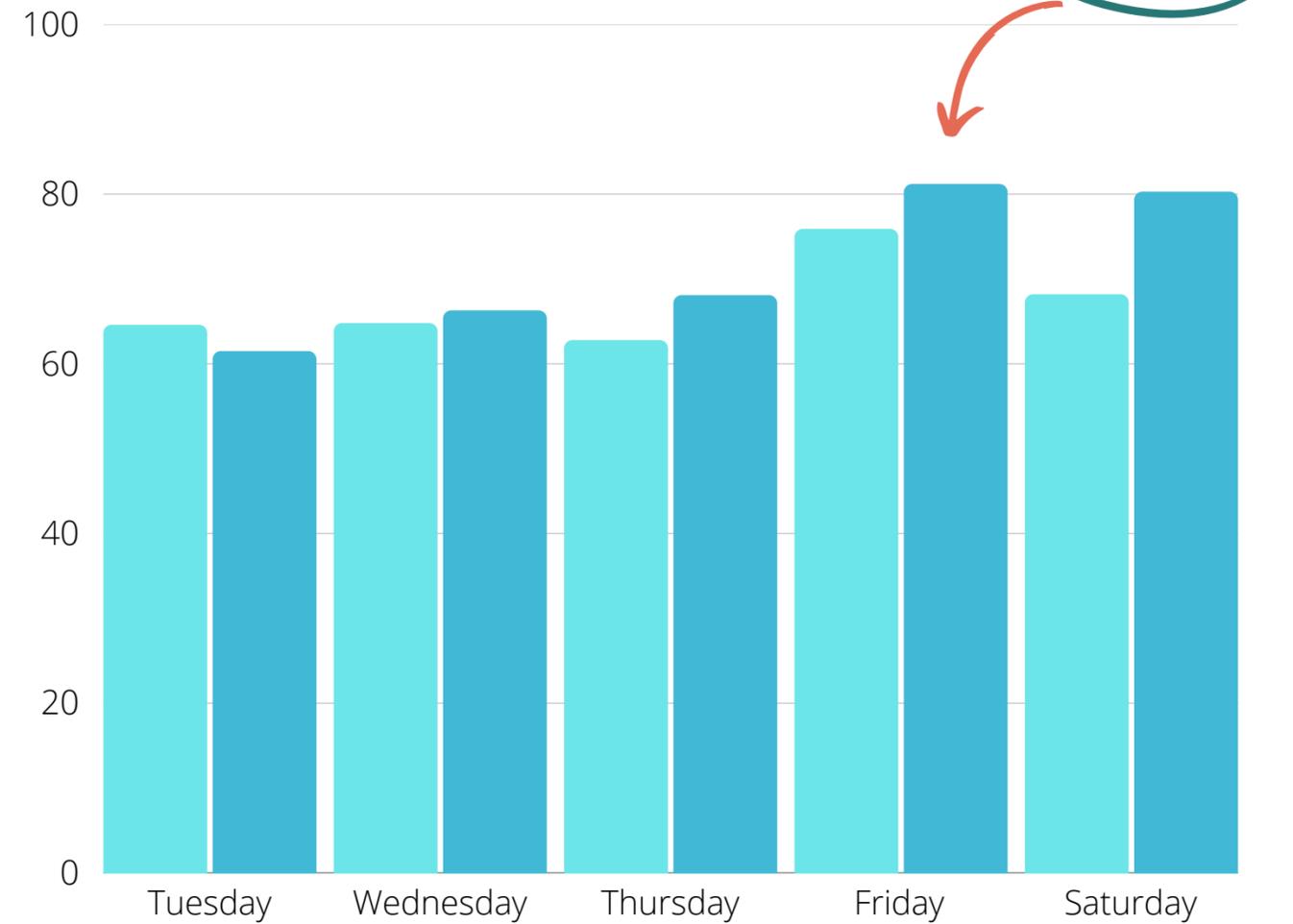
- 1 Reservations
- 4 Room Nights
- 1 Hotels
  - Sheraton McKinney Hotel

The screenshot shows the event page for the NCAA DII Football Championship. At the top, there are three images: a player in a white jersey with the number 40, a player in a white jersey with the number 23, and a player in a white jersey with the number 40. Below the images is the NCAA logo and the event title "NCAA DII Football Championship" with the subtitle "College Contact Football Championship". There is a "VIEW AS ADMIN" button in the top right corner. Below the title, there are three buttons: "LIKE", "Tickets Available!", and "Past". A navigation bar at the bottom of the header includes "HOME", "NEARBY ATTRACTIONS", "PHOTOS", and "POSTS". The main content area is divided into two columns. The left column is titled "About NCAA DII Football Championship" and includes a calendar icon with the text "Starting Sat, Dec 20th, 2025" and a location pin icon with the text "4201 S Hardin Blvd, McKinney, TX 75070, USA". Below this is a large blue button that says "GET TICKETS". The right column is titled "Quick Links" and includes three items: "Share this Event", "View QR Code Card", and "Visit Website", each with a right-pointing arrow. Below the quick links is a section titled "Featured Stories" with a "SEE MORE STORIES" link and a carousel of images.

# STR Hotel Results

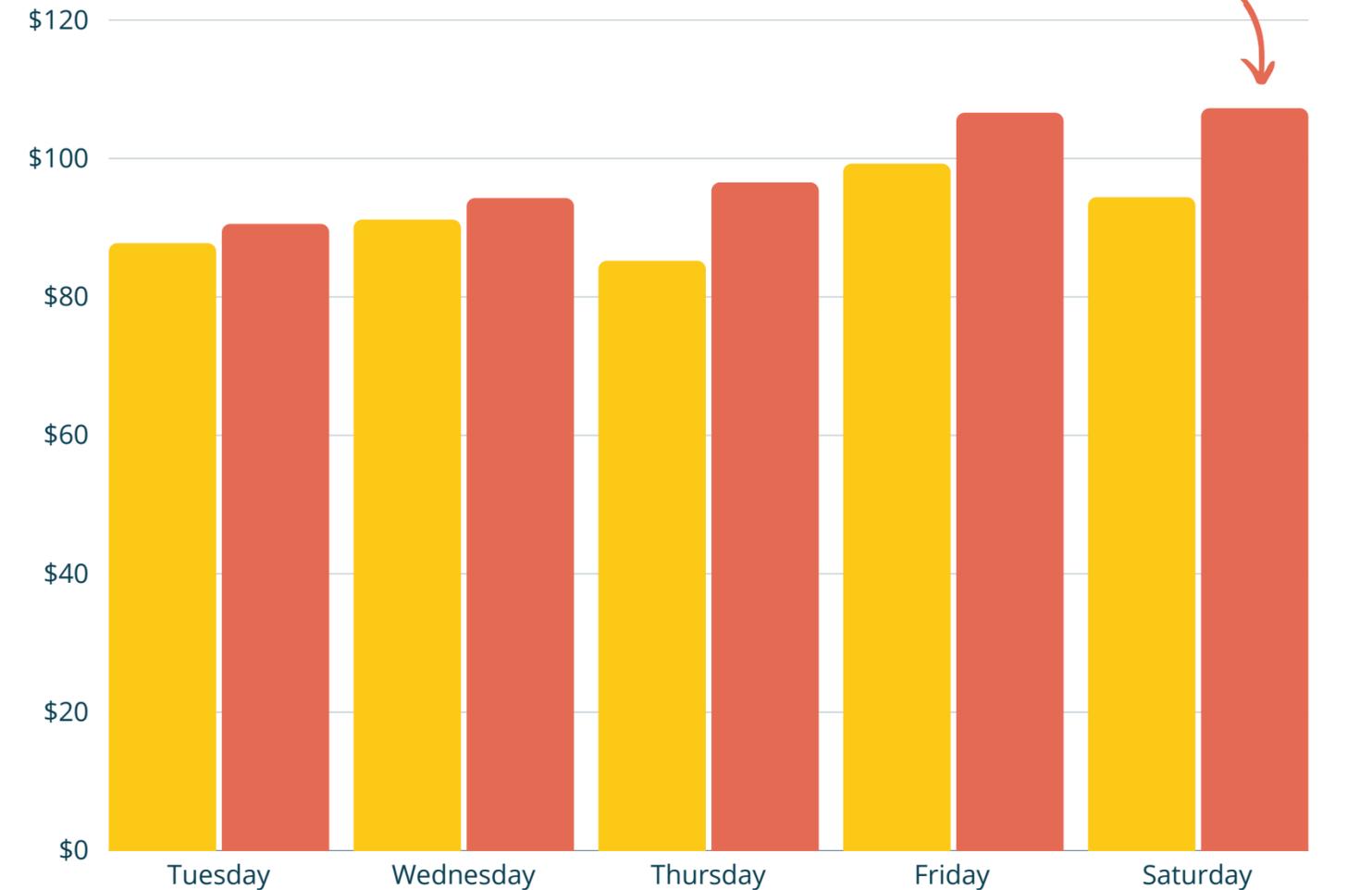
Occupancy

2024  
2025



Average Daily Rate

2024  
2025



# Website Results

Visit McKinney NCAA DII Landing Page/Event Traffic

- 4,636 Views
- 3,431 Active Users



# Social Media

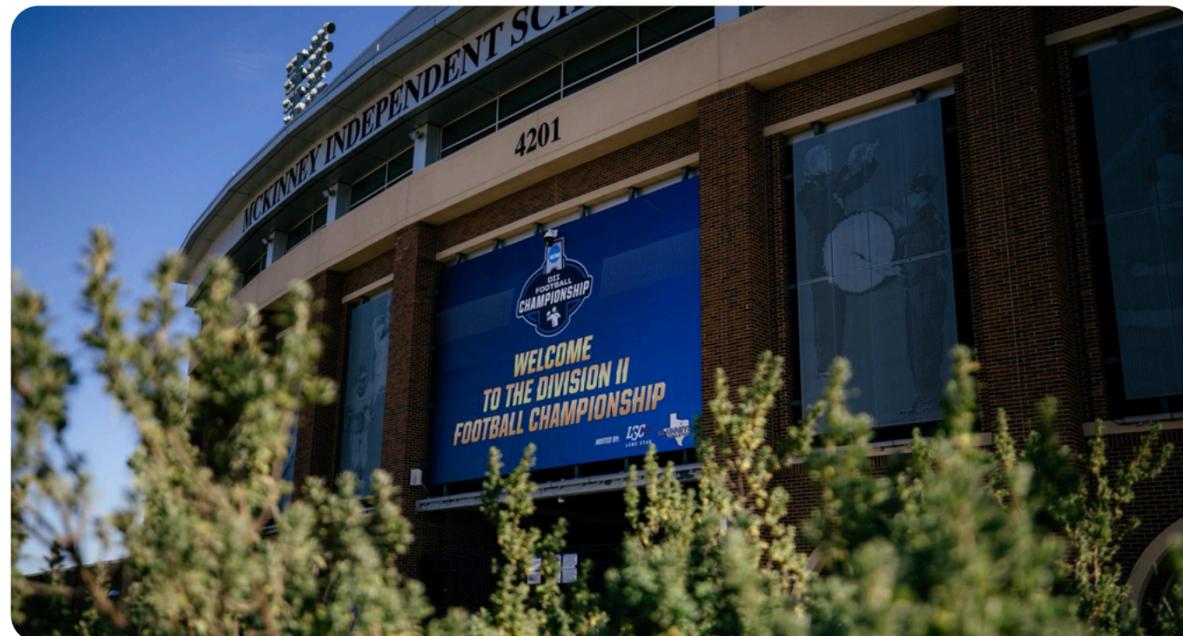
## Facebook & Instagram Advertising

41,208  
Views

26,658  
Reach

\$200  
Boosted  
Posts

Big Rapids, MI  
Searcy, Ak



# Game Day

## 10,521

Official Attendance



\*Does not include players, coaches and support personnel

# FERRIS STATE UNIVERSITY NCAA DII CHAMPIONS





**SEE YOU NEXT YEAR!**