

McKinney R & B Picnic FESTIVAL

The logo for the McKinney R & B Picnic Festival. It features the word "McKinney" in a purple cursive font on the left. To its right are the letters "R & B" in large, gold, 3D block letters. A purple and pink treble clef is positioned between the "R" and "B". Below "R & B" is the word "Picnic" in a pink cursive font, and "FESTIVAL" in a black, all-caps, sans-serif font. At the bottom, there are several musical notes and a wavy line representing a staff, colored in shades of purple and pink.

Date: June 15, 2024

Prepared for:
MCDC

Presented by:
Juametta Terrell



EVENT INFO

WHEN

Saturday, May 11,
2024

WHERE

Finch Park
301 Standifer St.
McKinney, TX 75069

PARKING

Map included on next pg

WHAT TO BRING

Comfy clothes in pink color for aesthetics of event. There will be outdoor games
Lawn chairs / blankets
Bug spray

WHAT TO EXPECT

This event combines the magic of friends, family, great food, and a beautiful array of picturesque installations in the park. There is something to do for everyone at this beautiful event. You can enjoy various local food trucks, relax while listening to music, check out the local vendors, or even play a game of corn hole with your friends.

McKinney RNB Picnic Festival is a unique food, beverage and music festival aimed to bring the community together to celebrate peace, love and unity. The festival features various DJs, live bands, food trucks serving authentic cuisines and tasty drinks, bright and colorful photo installations and décor used for vibrant and beautiful photo opportunities. Patrons are encouraged to dress their best in pink, preferably in colorful "Derby" style picnic attire and fashionable head piece that accentuates the beauty of African American culture.

Unique components of Mckinney Picnic Festival are that picnic goers can bring their own foods, picnic baskets, picnic blankets and picnic tables, but DRINKS are not allowed. However, the component that takes their picnic setting to another level is the "BEST PICNIC AREA" competition. Patrons are encouraged to set up lavish picnic areas in the hopes of winning a nice swag bag prize. The competition is judged secretly. Additionally, attendees can reserve picnic areas and purchase cabanas or VIP areas.



PARKING

KEY:

-  medical
-  360 photobooth
-  Vendors
-  VIP PALLETS
-  PORT A POT
-  VIP TRUCK
-  BARRIER
-  STAGE
-  KIDS
-  REGISTRATION
-  VIP SEAT



DESIGN MAP

Event Schedule

SCHEDULE

1:00 PM - 3:00 PM

Food Trucks, Entertainment,
Event activities set up

3:00 PM - 8:00 PM

You may arrive anytime
between 3:00 PM-8:00 PM.

3:00 PM - 3:30 PM

DJ opens up for event. Allows
Sponsor shoutouts.

3:15 PM - 5:00 PM

Music from DJ

5:00 PM - 6:00 PM

Live band performances


6:00 PM - 8:00 PM

DJ continues music

8:00 PM

Event Ends

Available Activities



Giant Yard games

Giant mural to paint

Pop up art installations for pictures

Vendor shopping

FOOD & VENDORS

FOOD

- Smokin' Grill on Wheels (BBQ)
- Taste of Success Food Truck (Caribbean)
- The Pink Company (Corn dogs & Etc)
- Southern Gourmet Kitchen (Soul Food)

ENTERTAINMENT

- Live band playing : Jazz, Neo Soul, Blues, and etc
- Sponsors speaking
- DJ
- Event activities listed on page 3

VENDORS

- Waist beads
- Candle makers
- Juices & Detox teas
- Home Fragrance
- Lotions/ Essential Oils/ Soaps
- Souvenirs
- Lemonade
- Natural hair care products
- Notebooks/ Stationary
- Custom gifts
- Cosmetics & Lashes
- Henna Tattoo artists
- Colognes & Perfumes
- Children books

MERCH

McKinney RNB Picnic Festival merchandise will be available at the event for purchase. We will have an official merchandise tent on site.

VOLUNTEERS

- Setting up/ Tearing down
- Sign in table/ Registration
- Swag bag table
- Refreshments/ Cooling station
- Crew at Food Truck station - Assisting on behalf of event organizers
- Crew at children area
- Crew to help vendors
- Decoration Committee
- Marketing Crew- Webpage, event calendars, printed programs, media relations, signage, social media

ORGANIZERS

- Mefarold Wilson
- Ann McGee
- MarQuita Sears

Marketing dollars

<u>Marketing</u>	<u>Company</u>	<u>Fee</u>
Flyers	Staples	\$150.00
Social Media advertising	Tik tok, FB, and Instagram	\$500.00
Radio advertising	K104 radio station	\$1,000.00
Social Influencers	Mashaila Jaynes, Kandis Banks	\$3,000.00
Posters	Posters	\$200.00
Website redesigned	Perfect Media Studio	\$500.00
Banner	Stickers banners	\$250.00
	Total	\$5,600.00