



Grant Request:

\$12,500 to support promotional activities for the ManeGait LIVE - Country Fair and Concert

Saturday, May 30th, 2026



Event Purpose:

1. To raise financial support for ManeGait programs → increases the quality of life for those with disabilities
2. To raise awareness of ManeGait as a Community Center → increase community involvement (clients, volunteers, donors, & sponsors)
3. To support the local community → by promoting local businesses and providing a family-friendly activity for residents of McKinney and surrounding areas

Location: TUPPS Brewery



TUPPS has been an incredible partner, providing the perfect alternative setting for ManeGait LIVE! - Country Fair & Concert.

We are grateful they have agreed to partner with us again this year!

BENEFITING MANEGAIT



SATURDAY
APRIL 26

TUPPS BREWERY
402 E LOUISIANA ST.
MCKINNEY, TX
MANEGAIT.ORG/LIVE



Country Fair & CONCERT

NOON - 6 PM FREE ADMISSION

INFLATABLES • CARNIVAL GAMES • PETTING ZOO • FACE PAINTING
AXE THROWING • CLIMBING WALL • CRAFT CORNER • FOOD TRUCKS
COWBOY COSTUME CONTEST • BEER & WINE GARDEN • AND MORE!



PRESENTS



KUBOTA STAGE

12:30 PM Shawn Fussell Band
2:00 PM The Imanginaries
3:30 PM Maylee Thomas Band
6:00 PM Dallas Burrow

MCKINNEY STAGE

The Ruckus Duo
1:30 PM
3:00 PM
4:30 PM

LIVE MUSIC • STILT WALKERS
• HIPPIE COSTUME CONTEST
CRAFTS • LOCAL ARTISANS



Dallas Fort Worth
General Office



MCDC
MCKINNEY COMMUNITY
DEVELOPMENT CORPORATION

ROCKHILL
CAPITAL & INVESTMENTS

INDEPENDENT
FINANCIAL

love life
FOUNDATION

scenthound
Allen Star Creek

SOI
GROUP, INC.

OUR GENEROUS SPONSORS

Event Schedule

12 PM – 6 PM

FREE to EVERYONE!

- Inflatables
 - Carnival games
 - Axe throwing
 - Petting Zoo
 - Crafts
 - Face painting
 - Food Trucks
 - TUPPS Food & Craft Beers
-
- ALL DAY LIVE! entertainment from the McKinney Community Stage & the TUPPS Outdoor Stage sponsored by The Love Life Foundation & featuring HippieFest 2026



Event Budget Goals

	2026 GOAL
Tickets Sales-FREE!	\$0
Gross Proceeds	\$210,000
Costs	\$68,000
Net Proceeds	\$142,000



Attendance 2025: 5000 visitors (double our target)
70% from outside McKinney
(based on previous years' ticket sales)

2025 ManeGait LIVE! McKinney Sponsors & Partners



Marketing & Promotion Plan

Radio Promotions (\$4,500):
Advertising spots on 97.5 KLAK,
KHYI The Range and streaming
platforms such as Spotify and
Amazon Music



Online Promotions (\$6,000): Website, email,
Facebook, Instagram, event calendars

Print Promotions (\$2,000): Advertisement in
community magazines and papers

Signage and Flags (\$3,500):
Feather flags, posters, sign spinner

A colorful event poster for 'Live at the Gait' on Saturday, April 26. The top section features the event logo and date. Below, it lists the location as Tupps Brewery (402 E Louisiana St, McKinney TX) and mentions sponsors like New York Life, Tumes, MCDC, and Rockhill. The middle section is titled 'Country Fair & Concert' and 'Benefiting Manegait'. The bottom section provides a schedule of activities and performances.

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TEXAS HOMECROWN MUSIC 	Maylee's HippieFest
KUBOTA STAGE 12:30 PM Shawn Fussell Band 2:00 PM The Imaginationaries 3:30 PM Maylee Thomas Band 5:00 PM Dallas Burrow	MCKINNEY STAGE The Buckus Duo 5:30 PM 5:00 PM 4:30 PM



Questions?

Thank you for your time and consideration of this grant.

