



Grant Request:

\$12,500 to support promotional activities for the

ManeGait LIVE - Country Fair and Concert

Saturday, April 27, 2024



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



2023 Event Goals will carry into 2024

- Attract higher-level sponsors
 - Mature the branding
 - Focus on entertainment
- Increase adult attendance
 - More activities for adults
 - Headliner musician
- Strengthen partnerships with local businesses and vendors

- Additional revenue opportunities:
 - Higher-end raffle
 - VIP Package
 - Cornhole Tournament

COUNTRY FAIR

NOON - 7PM
\$5 per person
(kids 2 & under FREE)

INFLATABLES
CARNIVAL GAMES
PETTING ZOO
FACE PAINTING
AXE THROWING
CLIMBING WALL
CRAFT CORNER
CORNHOLE TOURNAMENT
FOOD TRUCKS
BEER & WINE GARDEN

LIVE MUSIC BY:
AUSTIN CUNNINGHAM
HIGHWAY 31
JADE MARIE PATEK

Live! CONCERT

4PM - 8PM
\$25 tickets
(kids 2 & under FREE)

FEATURING
Drake White

WITH
ISAAC HOSKINS
as seen on *Yellowstone*
& MAYLEE THOMAS BAND

VIP Experience & Happy Hour

ManeGait LIVE AT THE GAIT

.SATURDAY. APRIL 29
ManeGait.org/LIVE
3160 N CUSTER RD. MCKINNEY

COUNTRY FAIR & CONCERT

SPONSORED BY

NEW YORK LIFE
Dallas Fort Worth General Office
New York Life is independent of ManeGait.

MCDC
MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

TOMES AUTO GROUP

BENEFITING MANEGAIT THERAPEUTIC HORSEMANSHIP



.SATURDAY.
APRIL 29

3160 N CUSTER RD.
MCKINNEY

Tickets:
ManeGait.org/LIVE



COUNTRY FAIR & CONCERT

COUNTRY FAIR

NOON - 7PM

\$5 per person
(kids 2 & under FREE)

ACTIVITIES AT NO CHARGE:

- INFLATABLES • CARNIVAL GAMES
- PETTING ZOO • FACE PAINTING
- AXE THROWING • CLIMBING WALL
- KIDS CRAFT CORNER • NERF BATTLEFIELD
- MECHANICAL BULL RIDING

CORNHOLE TOURNAMENT - 12PM
BEER & WINE GARDEN • FOOD TRUCKS



- AUSTIN CUNNINGHAM - 12PM
- HIGHWAY 31 - 1PM
- JADE MARIE PATEK - 2:30PM

LIVE! CONCERT

4PM - 8PM

\$25 General Admission
(kids 2 & under FREE)

Drake White



PERFORMANCES BY

- ISAAC HOSKINS - 4 PM
as seen on Yellowstone
- MAYLEE THOMAS BAND - 5:30 PM
- DRAKE WHITE - 7 PM

\$100 VIP TICKETS
premier seating & complimentary
appetizers, beer, & wine



Dallas Fort Worth
General Office



PAINTED
TREE



OUR GENEROUS SPONSORS

Event Schedule

General Admission (12 PM – 7 PM)

\$5 per person

FREE access to all inflatables, carnival games, axe throwing, face painting, pony meet-and-greet, stable tours, and live entertainment from the McKinney community stage.



'Toss for the Trot' Cornhole Tournament (1:30 PM – 3:30 PM)

\$50 for a team of 2 to compete

All proceeds from entry fees support ManeGait programs serving military veterans and first responders.



General Admission Concert (4 PM – 7 PM)

\$25 per ticket

GA ticket holders will have great vantage points to enjoy the concert as well.



VIP Concert & Happy Hour (4 PM – 7 PM)

\$100 per ticket

Headline entertainer from ManeStage; complimentary drinks and snacks for VIP guests.

Event Budget Goals

	2024 GOAL
Attendees	\$2,600
Gross Proceeds	\$266,000
Costs	\$149,000
Net Proceeds	\$117,000



**Since rebranding to LIVE! in 2022:
Net Revenue has increased by 45%**

2023 Attendance: 68% from outside McKinney

2023 ManeGait LIVE!

McKinney Sponsors & Partners



TRADITION
H O M E S



P A I N T E D T R E E

MCKINNEY TEXAS



Marketing & Promotion Plan

Radio Promotions (\$4,500):

Advertising spots on 97.5 KLAK, KHYI The Range and streaming platforms

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 circular logo on the left features a horse head silhouette above the word "Live" in a large, orange, cursive font, with "AT THE GAIT" in a smaller, black, sans-serif font below it. To the right of the logo, the text "THANK YOU TO OUR SPONSOR" is written in a bold, orange, sans-serif font. Below this, the "MCDC" logo is displayed in a large, teal, sans-serif font, with "McKINNEY COMMUNITY DEVELOPMENT CORPORATION" in a smaller, black, sans-serif font underneath.



A large, colorful sign for a "COUNTRY FAIR & CONCERT" event. The sign is divided into several sections. At the top, "COUNTRY FAIR" is written in white on a red banner, and "LIVE! CONCERT" is written in white on a red banner. The central part of the sign features a large, orange, cursive "Live" logo with "AT THE GAIT" in black below it, and a "ManeGait" logo above it. To the right of the logo, the text ".SATURDAY. APRIL 29" is written in a large, orange, sans-serif font, followed by "ManeGait.org/LIVE" and "3160 N CUSTER RD. MCKINNEY" in a smaller, black, sans-serif font. Below this, "COUNTRY FAIR & CONCERT" is written in a large, orange, cursive font. At the bottom, "BENEFITING MANEGAIT THERAPEUTIC HORSEMANSHIP" is written in a black, sans-serif font. On the left side, a list of activities is provided: "NOON - 7PM", "\$5 per person (kids 2 & under FREE)", "INFLATABLES", "CARNIVAL GAMES", "PETTING ZOO", "FACE PAINTING", "AXE THROWING", "CLIMBING WALL", "CRAFT CORNER", "CORNHOLE TOURNAMENT", "FOOD TRUCKS", and "BEER & WINE GARDEN". Below the list, it says "LIVE MUSIC BY: AUSTIN CUNNINGHAM HIGHWAY 31 JADE MARIE PATEK". At the bottom left, the "NEW YORK LIFE" logo is displayed, with "Dallas Fort Worth General Office" and "New York Life is independent of ManeGait." below it. At the bottom right, the "MCDC" logo is displayed, with "McKINNEY COMMUNITY DEVELOPMENT CORPORATION" below it, and the "TOMES AUTO GROUP" logo is displayed, with "Ford" and "Subaru" logos below it. On the far right, "4PM - 8PM" is written in white on a red banner, followed by "\$25 tickets (kids 2 & under FREE)" in white. Below this, "FEATURING Drake White" is written in a white, cursive font, and a photo of Drake White is shown. Below the photo, it says "WITH ISAAC HOSKINS as seen on Yellowstone & MAYLEE THOMAS BAND". At the bottom right, "VIP Experience & Happy Hour" is written in white on a red banner.



Questions?

Thank you for your time and consideration of this grant.

