WUINE THERAPY BRAIN BUILDING ManeGait SAMONIA CENTER . KNOWLEDGE CHINE

Grant Request:

\$12,500 to support promotional activities for the

ManeGait LIVE

- Country Fair and Concert

Saturday, April 26, 2025





Event Purpose:

- 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



TUPPS was 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





APRIL 27



NEW TUPPS BREWERY 402 E LOUISIANA ST.

MCKINNEY, TX

TICKETS: ManeGait.org/LIVE



Country Fair & CONCERT

Country Fair

NOON - 7PM

Free Admission

INFLATABLES • CARNIVAL GAMES

PETTING ZOO . FACE PAINTING

AXE THROWING • CLIMBING WALL

CRAFT CORNER • FOOD TRUCKS

BEER & WINE GARDEN



THE WOODSMEN - 12 PM DUSTIN PERKINS BAND - 1:15 PM MAYLEE THOMAS BAND - 2:45 PM

Zive! CONCERT

4PM - 9PM

Tickets start at \$35

RANDALL KING 7 PM



BILLIE JO JONES - 4 PM THE BUFFALO RUCKUS - 5:30 PM

\$150 VIP TICKETS

premier seating & complimentary appetizers, sodas, beer, & wine







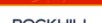












OUR GENEROUS SPONSORS













Event Schedule

Open from 12 PM - 6 PM

FREE to the Public

- 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







Event Budget Goals

| | 2025 GOAL |
|------------------------------|--------------|
| Attendees (Tickets Sales) | \$0 |
| Gross Proceeds | \$210,500 |
| Costs | \$71,500 |
| Net Proceeds | \$139,000 |



Attendance: 70% from outside McKinney

(based on previous years' ticket sales)

2024 ManeGait LIVE! **McKinney Sponsors & Partners**

























M S K I N N E Y T E X A S





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





