



## Grant Request:

**\$12,500** to support promotional activities for the

### **ManeGait LIVE - Country Fair and Concert**

Saturday, April 26, 2025



## 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



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



SATURDAY  
APRIL 27

**TUPPS** BREWERY  
NEW TUPPS BREWERY  
402 E LOUISIANA ST.  
MCKINNEY, TX



TICKETS: [ManeGait.org/LIVE](http://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

### Live! 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



TRADITION  
HOMES



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, KHYY 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 banner with a sunburst background. On the left is a circular logo for 'Live at the Gait' featuring a horse head and the text 'ManeGait LIVE AT THE GAIT'. To the right of the logo, the text reads 'THANK YOU TO OUR SPONSOR'. Below this, the logo for 'MCDc' (McKinney Community Development Corporation) is displayed.

A vertical banner for 'Country Fair'. At the top, it says 'Country Fair' in a script font. Below that, the hours are 'NOON - 7PM' and it is 'Free Admission'. A list of activities includes: INFLATABLES, CARNIVAL GAMES, PETTING ZOO, FACE PAINTING, AXE THROWING, CLIMBING WALL, CRAFT CORNER, FOOD TRUCKS, and BEER & WINE GARDEN.

An event poster for 'Live at the Gait'. It features the 'Live at the Gait' logo and the text 'SATURDAY APRIL 27'. The location is 'NEW TUPPS BREWERY, 402 E Louisiana St, McKinney TX'. It also features the 'TUPPS BREWERY' logo and the text 'ManeGait.org/LIVE'. The main event title is 'Country Fair & CONCERT' and it is 'BENEFITING MANEGAIT'. At the bottom, it lists sponsors: 'NEW YORK LIFE' (Dallas Fort Worth General Office), 'TOMES AUTO GROUP', and 'MCDc' (McKinney Community Development Corporation).

A vertical poster for a 'Live! CONCERT'. It features a photo of a man in a cowboy hat, identified as 'RANDALL KING'. The text says '4 PM - 9 PM' and 'Tickets start at \$35'. It also mentions 'FEATURING RANDALL KING with BILLIE JO JONES & THE BUFFALO RUCKUS'. At the bottom, it says 'VIP Experience & Happy Hour'.





# Questions?

*Thank you for your time and consideration of this grant.*

