

NCAA D2 National Football Championship in McKinney, TX December 21, 2019



Ingredients for Success



Visitors & Visitors & Visitors, Oh My!



\$1.1+ million in economic impact!

4300 attendees in 2018
Goal of 5300 in 2019



NCAA D2 Events

Shop & Dine



**TACOS, TEQUILA
+ CERVEZA**

SATURDAY, DECEMBER 15
MCKINNEY, TEXAS

FOR PARTICIPATING RESTAURANTS:
D2MCKINNEY.COM

Championship Game



Community
Involvement

Fan Fest



Digital Marketing



D2 Super Fan Quiz
How well do you know D2 football?

Take our quick quiz for a chance to **WIN a \$50 GIFT CARD!**

Take our quiz to be entered to win. One quiz per Facebook user. Get extra entries by referring your friends.



www.d2mckinney.com

Win a Prize of Your Choice
to go to the 2018 NCAA DII Football Championship Game in style.

Tell us why you're the biggest fan.

Super Fan Prize #1 (\$400+ Value):

- 2 General Admission Tickets
- 1 Parking Pass
- Romance Hotel Package
- 3-Course Dinner
- \$50 Gift Card

Super Fan Prize #2 (\$200+ Value):

- Apple Airpods
- \$50 Gift Card

Being Social



facebook.com/D2McKinney/
twitter.com/D2McKinney
instagram.com/d2mckinney/

Money, Money, Money, Money

Goal: Reaching a larger audience by marketing the game, and events surrounding the game, to generate an increase in visitors to McKinney.

Benefits Economic Impact of:

- ✓ Business community
- ✓ City
- ✓ Community



\$15,000 from MCDC will provide:

- Ability to update website with “Plan Your Trip” section
- Expand digital targeted marketing reach
- Generate greater digital ad presence
- Provide opportunity for marketing in DFW metropolitan area
- The Ticket Radio (new element for greater local reach)

End Result:
More visitors = More \$\$

