

The Garden Show

March 16 & 17, 2024

*Everything
a garden show should be!*

2024 Promotional & Community Event

The Garden Show '23 was great!

THANK YOU!



THE GARDEN SHOW

presented by the
Collin County Master Gardeners

2023

SAT., MARCH 18
10am to 5pm

SUN., MARCH 19
11am to 4pm



TEXAS
MASTER GARDENER
TEXAS A&M AGRILIFE EXTENSION
Collin County

www.ccmgatx.org

**MYERS PARK &
EVENT CENTER**
7117 County Road 166
McKinney, TX 75071

MCDC
McKINNEY COMMUNITY
DEVELOPMENT CORPORATION

ABOUT OUR '23 EVENT

- ▶ A great promotional sponsor - MCDC
- ▶ 4 major event sponsors
- ▶ 7 in-kind sponsors
- ▶ 53 vendors
- ▶ 6 cities participated
- ▶ 12 Master Gardener educational booths
- ▶ 10 non-profits, plus our food provider, Hugs Café
- ▶ 7 Informative speakers
- ▶ \$5,855 Donated to charity partner Community Garden Kitchen

6,000 GREAT GUESTS

14 PERCENT INCREASE!

*Might have been much more, except for very cold weather & Texas teams playing in NCAA Basketball Tournament

MCDC Support Made a Difference!



More than 60% guests live outside McKinney



▶ Allen	8%
▶ Anna	2.2%
▶ Celina	4.4%
▶ Dallas	2.3%
▶ Frisco	4.9%
▶ McKinney	27.8%
▶ Melissa	2.5%
▶ Plano	8.4%
▶ Prosper	4.4%

'23 Guests came from as far away as from Brazil, Puerto Rico, Colorado, Connecticut, Massachusetts, Ohio, Oklahoma, Wisconsin!



SAVE THE DATES

THE GARDEN SHOW '24

Saturday, March 16

10 a.m. – 5 p.m.

Sunday, March 17

11a.m. – 4 p.m.

Show Barn

Myers Park & Event Center, McKinney

7117 Co Rd 166, McKinney, TX 75071



GREAT VENDORS



- ▶ Most are local independent small businesses based in Collin County.
- ▶ Offerings must be related to gardening and nature
- ▶ Local vendors invest in our local tax base
- ▶ Local independent vendors improve and reinforce McKinney and The Garden Show's branding as unique.
- ▶ New in '23-A deluxe chicken coop supplier & they're coming back in '24!



GREAT SPEAKERS



TREES



TURF



DROUGHT-
PROOFING



NATIVE PLANTS



TOMATOES



PLANT
COMBINATIONS



GARDEN WHIMSY!

THE GARDEN SHOW

2024 Draft Event Budget

Income 2024

Sponsor & Vendors	\$17,000.00
Total Income	\$17,000.00

Expenses

Advertising	\$10,040.00
Bank Expense (4%)	\$640.00
EMT First Aid	\$525.00
Golf Cart	\$400.00
MG Area Both Supplies-Adult	\$675.00
MG Area Both Supplies-Youth	\$300.00
AT & T Hotspots	\$225.00
Pipe & Drape	\$5,500.00
Security	\$1,450.00
Signage	\$400.00
Supplies	\$200.00
Volunteer Lunches	\$1,075.00
Total Expenses	\$21,430.00
Net Income	\$(4,430.00)





MCDC GRANT MAKES UP 100% of TGS Marketing Support

'24 PRELIMINARY MARKETING BUDGET

Print Advertising

\$6,505

KLAK Radio

\$1,325

Social Media/Digital Advertising

\$1,500

Collateral Advertising

705

\$

Misc. Advertising Expenses

\$6

TOTAL \$10,041

Dallas Morning News Guide
¼ page print ad



PRINT

- ▶ Dallas Morning News Friday Guide
- ▶ Edible DFW Magazine
- ▶ Frisco Style Magazine
- ▶ Plano Magazine
- ▶ Little Elm Living
- ▶ Prosper/Celina Living



DIGITAL/SOCIAL MEDIA

- ▶ Face Book-ADS
- ▶ Instagram-ADS
- ▶ NEW ADS FOR '24: Next Door Ap
- ▶ CCMGA Social Media/Website
- ▶ Vendor Social Media/Websites
- ▶ Non-Profit Partners Social Media/Websites
- ▶ MG Personal Social Media

RADIO

KLAK

NEWS RELEASES

Widely distributed to regional media

COLLATERAL MATERIAL

Save the Date Flyers

NEW FOR '24 Postcards/Direct Mail





We Grow
Gardeners.