



Grant Request:

\$12,500 to support promotional activities for the ManeGait LIVE - Country Fair and Concert

Saturday, May 30th, 2026



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 Brewery



TUPPS has been 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 26

TUPPS BREWERY
402 E LOUISIANA ST.
MCKINNEY, TX
MANEGAIT.ORG/LIVE



Country Fair & CONCERT

NOON - 6 PM FREE ADMISSION

INFLATABLES • CARNIVAL GAMES • PETTING ZOO • FACE PAINTING
AXE THROWING • CLIMBING WALL • CRAFT CORNER • FOOD TRUCKS
COWBOY COSTUME CONTEST • BEER & WINE GARDEN • AND MORE!



PRESENTS



KUBOTA STAGE

12:30 PM Shawn Fussell Band
2:00 PM The Imanginaries
3:30 PM Maylee Thomas Band
6:00 PM Dallas Burrow

MCKINNEY STAGE

The Ruckus Duo
1:30 PM
3:00 PM
4:30 PM

LIVE MUSIC • STILT WALKERS
• HIPPIE COSTUME CONTEST
CRAFTS • LOCAL ARTISANS



Dallas Fort Worth
General Office



ROCKHILL
CAPITAL & INVESTMENTS



OUR GENEROUS SPONSORS

Event Schedule

12 PM – 6 PM

FREE to EVERYONE!

- Inflatables
 - Carnival games
 - Axe throwing
 - Petting Zoo
 - Crafts
 - Face painting
 - Food Trucks
 - TUPPS Food & Craft Beers
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- ALL DAY LIVE! entertainment from the McKinney Community Stage & the TUPPS Outdoor Stage sponsored by The Love Life Foundation & featuring HippieFest 2026



Event Budget Goals

	2026 GOAL
Tickets Sales-FREE!	\$0
Gross Proceeds	\$210,000
Costs	\$68,000
Net Proceeds	\$142,000



Attendance 2025: 5000 visitors (double our target)
70% from outside McKinney
(based on previous years' ticket sales)

2025 ManeGait LIVE! McKinney Sponsors & Partners



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

A colorful event poster for 'Live at the Gait' Country Fair & Concert. The top section features the event logo, the date 'SATURDAY, APRIL 26', and the location 'TUPPS BREWERY 402 E Louisiana St McKinney TX'. Below this is the text 'Country Fair & CONCERT' and 'BENEFITING MANEGAIT'. The poster is divided into two main columns for activities and performances. The left column lists activities like inflatables, carnival games, petting zoo, face painting, axe throwing, climbing wall, craft corner, food trucks, beer & wine, live music, stilt walkers, and more. The right column lists performances on the Kubota Stage and McKinney Stage. The bottom section lists sponsors: New York Life, TDMES, MCDC, and Rockhill.

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MCKINNEY STAGE

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5:00 PM	
4:30 PM	

SPONSORED BY

NEW YORK LIFE
Dallas Fort Worth General Office

TDMES
McKinney Community Development Corporation

MCDC
McKinney Community Development Corporation

ROCKHILL
CATERING & RESTAURANTS



Questions?

Thank you for your time and consideration of this grant.

