



McKinney Asian Festival 2024

Visit McKinney Grant Presentation 11/28/2023



Video of Festival

About us-Texas Women Society

- We are a non profit 501C women managed organization located in North Texas.
- Our Mission is to serve all women, no matter their background, with a supportive community where they can seek for advice, share their experience and support each other.
- We have over 100 members and continue growing.



For the past 12 months,
we have done:

- 12 member events, covered Health talk, Education seminar, Family and friend gathering to Personal Protection event.
- We hosted 2022 Carrollton Mid-Autumn public event.
- We joined 2023 Plano International Festival.
- We joined 2023 Plano Asian Festival.



Dec 1st. 2022
MEED CENTER EVENT

Texas Women Society

About McKinney Asian Festival

- This is going to be the very first Asian Festival in McKinney, TX
 - Location: Dr. Glenn Mitchell Memorial Park
 - Time: March 23rd, 2024, from 11 a.m.- 6 p.m.
- It's a free entry festival open to kids and families in a 50-mile radius of McKinney.
- The festival will be decorated in a very traditional Asian Festival style.
- Our vendors and performers are from Texas, Oklahoma, and Arkansas
- Exhibits include culture performances, a variety of traditional street food, merchants, and services from traditional Asian countries.
- Activities covered include scheduled DIY hand/craft, games, Eeducational Asian workshops.



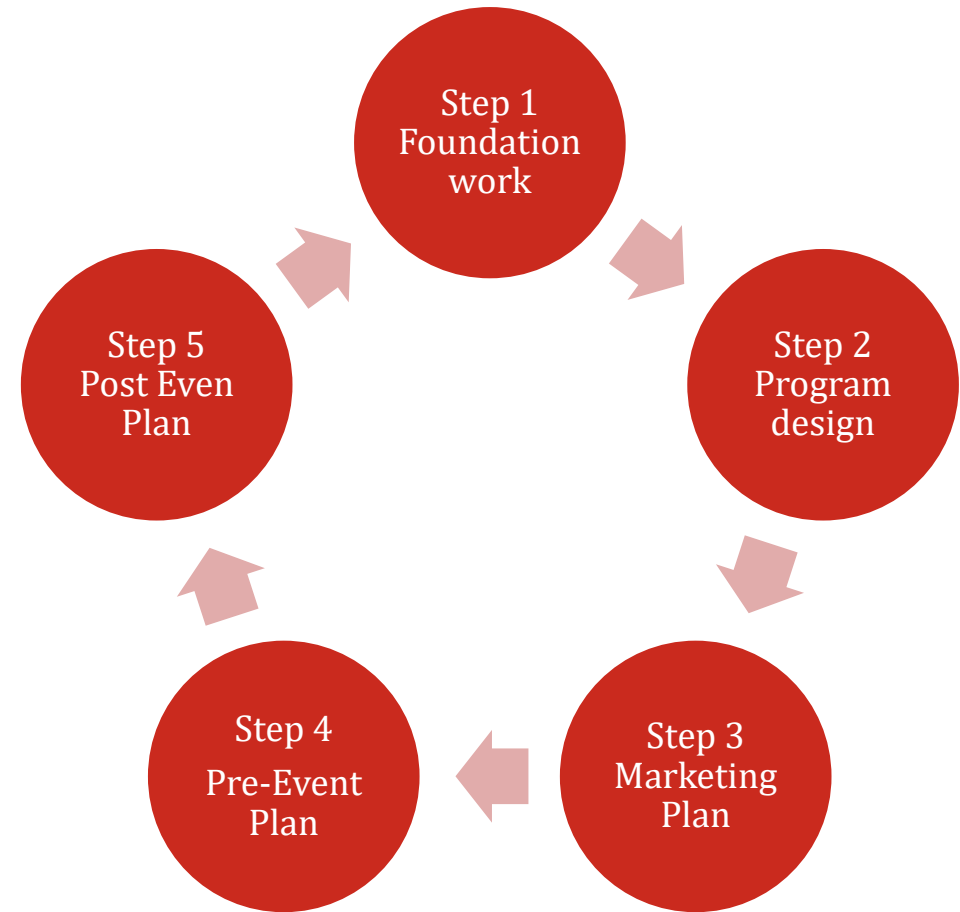
Objective and Goals



- Showcase the beauty of McKinney's Historic Downtown and attract visitors to McKinney.
- Showcase the rich cultural heritage of the Asian community.
- Build up a partner relationship between consumers and McKinney local business.
- We will reach out audience including both Asian American and residence from surrounding area (50-100 miles radius from McKinney).
- We hope to make this event an annual event, and multi-days event in the near future

How are we going to manage this event

- Step 1: **Foundation work** includes Website, Flyer, Event Video, Social Media setup
- Step 2: **Program design** covers Performance, Vendor and Sponsorship, Volunteer, Family Activities
- Step 3: **Marketing plan** covers website promotion, social media sponsor program, flyer distribution
- Step 4: **Pre-event plan** covers hosting pre-event plan 2 weeks before the festival
- Step 5: **Post-event plan** covers surveys, review from vendors, performers, sponsors, and guests





Our target guests

- All ages
- Asian American in the different cities – i.e. Korean, Japanese, Vietnamese, Chinese, Indian, Lao, etc.
- Residents of DFW and surrounding areas
- Businesses who might be interested in McKinney area development



Our Marketing Budget

- Traditional: Flyer hand-out

- ISD
- Supermarket
- Local Business

- Social Media: Sponsor promotion

- Daily promote through channels like Next door, Facebook
- Wechat promotion in Chinese community
- Whatsapp channel in India community

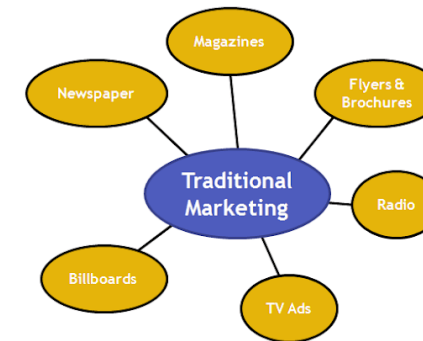
- Through Chamber of Commerce

Expense Type	Estimate Cost
Traditional Way	Flyer design, print and distribution: \$8250 Poster for Retail: \$2500 Banner: \$2000 Promotional Flag: \$1750 Promotional items: \$2500
Social Media	Design and setup: \$3600 Facebook channel, \$150/day, 45 days=\$6750 Wechat, whatsapp promotion: 2500
Chamber of Commerce Group Channel	Membership to all Chamber of Commerce and promotion: \$2,500 Pre-Event promotion activities: \$2,550 Tshirts: \$2,500

About our marketing plan:

-Digital and Traditional

- Flyers distributed via ISD, Asian Communities, Churches, Supermarkets, Local retailer
- Social Media promotion
- Event announcement service
- Newspaper
- Pre-event activities and contests
- Promotional items



Structural Design

1. Foundation Design
2. Flyer, Web, Digital Work Design
3. Activity Design
4. Performance Art Design
5. Festival Program Design
6. Decoration Design



TEXAS WOMEN SOCIETY PRESENTS

McKinney Asian Festival

Cultural food, live performances, fun activities, a lantern walk, and more!

March 23, 2024
11am-6pm
FREE ADMISSION
Dr. Glenn Mitchell
Memorial Park
300 W Louisiana St
McKinney, TX 75069

Join us for the *first-ever* McKinney Asian Festival!

Interested in becoming a sponsor, vendor, or volunteer? Please contact us at texasws12@gmail.com

McKinney Asian Festival

Big Event Coming March 23, 2024.....

120

Days

11

Hours

36

Minutes

51

Seconds



We will start an online registration for guests to RSVP to the event and get a promotional gift when they arrive.

history. Over the years, Asian culture has spread to every corner of the globe, and McKinney is no exception. While Asians make up 60% of the world's population, presently just 11% with traditional Asian attire, and family-friendly, hands-on activities with prizes. The highlight of the event will be on stage performances by groups coming from different Asian backgrounds. For more information, visit mckinneyasianfestival.org.



Vendors, volunteers, sponsors, and performers can fill out our online application.

Vendors



Register by Nov 30th to take advantage on our earlybird discount

Performance



Enjoy the Asian Music, dance, art performance

Sponsorship



Help us to make the very first McKinney Asian Festival success

Volunteer



Help us bring the world to McKinney, and get community service hours

Event Date

March 23rd, 2024

Location:

Dr. Glenn Mitchell Memorial Park
300W Louisiana St
McKinney, TX 75069

Activities

- Food Corner
- Fine Art
- Marital Arts Performance
- Music from Many Cultures
- Photo Booth
- Asian Cultural Booths and
- Fashion Show and
- Lantern DIY
- Lantern Walk

Group hotel discount

Our very special discounted hotel rate for out-of-town guests, vendors or performers. Check out the special rate we got from Sheraton and Grand Hotel



Guests, vendors, and performers can get discounted hotel rate through our blocked hotel channel