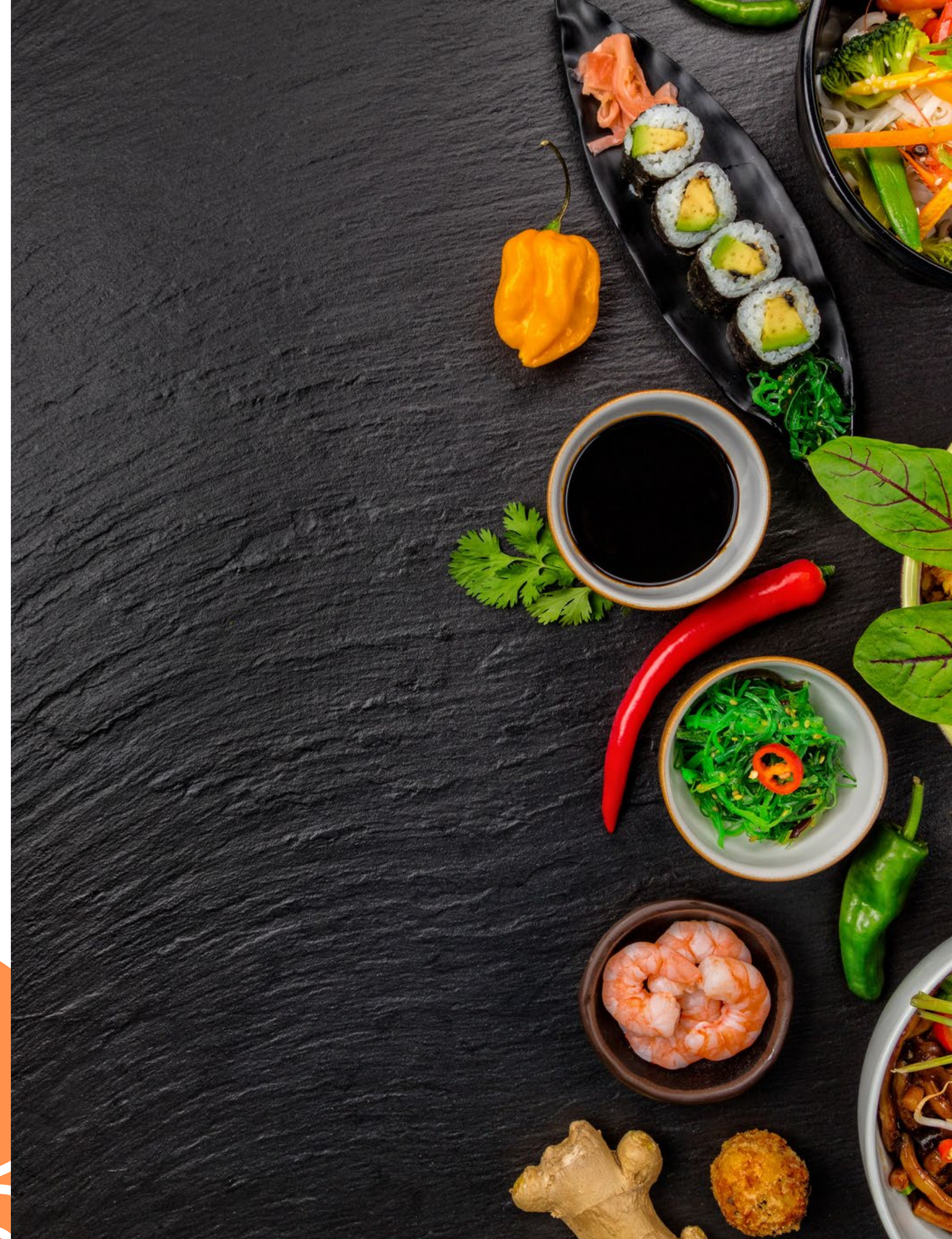


# Mckinney Asian Food Festival

## Presentation

Texas Women Society







# About Moon Festival

- Dates back over 3,000 years, rooted in moon worship and harvest celebrations
- A deep cultural significance
- Food plays a central role





# Iconic Festival Food

## -- Mooncakes

-- Symbolism, represent family reunion, completeness, and the full moon.

-- varieties:

Cantonese-style: Sweet fillings like lotus seed paste, red bean, or salted egg yolk

Yunnan-style: crispy layers with savory/ham-sweet fillings

-- Snowskin: Non-baked, chewy, and often refrigerated.



--Pu'er or Oolong tea balance mooncake richness

--Osmanthus tea adds floral fragrance, linking to the legend of the Moon Goddess Chang'er.

## Iconic Festival Food

--Tea ceremony





# About McKinney Asian Food Festival

## Event Time:

--October 3rd and 4th

## Location:

--The city hall of McKinney

## Highlight:

--Variety the street food

-Flash Mob

-Cosplay

--Art shows





# Signature -- Flash Mob Performance

- Multi -Zone Flash Mob - Performance Surprise in Different Corner
- Expect the unexpected, they'll appear suddenly and disappear just as quick
- Each group will feature unique styles.





# Signature -- Cosplay Celebration: Creativity Meets Culture

- Cosplay red carpet show
- Designated photo zones with themed back drops
- Surprised cosplay spotlight moments and giveaways



# Goals

- Showcase a new instangrammable spot, another beauty of the McKinney
- Showcase the rich cultural heritage of the Asian community.
- Build up a partner relationship between consumers and McKinney local businesses.
- Reach out for potential attendees including both Asian American and other resident demographics from surrounding area (100 miles radius from McKinney).
- Make the event to be a signature event





Visitor Attendance: The Moon Festival attracted over 3,000 visitors, we hope to attract around 3,000-4,000 attendees this year.

Vendor Success: According to surveys from food vendors last year, they sold between 300-500 orders each, most of them sold out before event ended.

Visitor Demographics: The festival drew a diverse crowd, including individuals of various ages, families, and groups of friends.

Impact on Downtown McKinney: Following the festival, Downtown McKinney has become a highlight within the Asian community.

Community Feedback: We have received numerous requests to host more festivals in the community.



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# Marketing Analysis

# McKinney Asian Food Festival

Type	Income: Total Estimate: \$45000
Vendor Application:\$22500	<ul style="list-style-type: none"> <li>50 Vendors, average of \$450 each vendor</li> </ul>
Sponsorship Goal or Self Funding: \$10000	<ul style="list-style-type: none"> <li>Sponsorship goal: \$5000</li> <li>Self Funding: \$5000</li> </ul>
Grant Application: \$12500 (Requested \$13500)	<ul style="list-style-type: none"> <li>MCDC: \$13500(Requested)</li> </ul>
Type	Expense: Total Estimate: \$48200
Event Operation	Event Cost: Performer, DJ and equipment: \$8500 Amenity rental (table, Chair, Tent, Generator, Lighting cost): \$5500 Operation cost: Police, Insurance, Waste Service, Mobile Restroom, Traffic Control: \$12000 Decoration: 3500 <b>Total: \$29500</b>
Marketing	Printing/Social Media:\$9000 Yard sign: \$1200 Print out: \$4000 Newspaper: \$3000 <b>Total: \$17200</b>
Miscellaneous	<b>\$1500</b>



# McKinney Asian Food Festival



[www.texasws.org](http://www.texasws.org)

[www.mckinneymoonfest.org](http://www.mckinneymoonfest.org)





# Are you ready?





Thank You.