

MCKINNEY SP+STROLL SERIES 2026



SBG
Hospitality

SIP+STROLL IN DOWNTOWN MCKINNEY

McKinney residents and visitors are invited to Downtown McKinney for the 2026 Sip + Stroll Series, a delightful blend of good times and refreshing beverages!

These strolls offer a unique opportunity to explore downtown McKinney, step inside its charming shops, connect with local merchants, and savor delicious drinks—all while enjoying the picturesque views of this vibrant area.

Beyond providing a memorable experience, the walks significantly boost sales and foot traffic for downtown merchants, ensuring Downtown McKinney remains a top destination for Collin County shoppers. By attracting both locals and visitors, these events help keep McKinney thriving and top-of-mind for tourism.

In addition to drawing visitors to McKinney, these events aim to enhance the quality of life for residents, showcase the city's unique appeal, and support local nonprofits. Attendees can also enjoy exciting extras like costume contests, photo booths, scavenger hunts, and fun swag, making the Sip + Stroll Series a truly unforgettable experience!





AN IMPACTFUL MCKINNEY EVENT SERIES!

Each Sip + Stroll event contributes 20% of its net proceeds to McKinney Main Street and donates an additional \$1,500 per event to a local McKinney nonprofit. While McKinney Main Street is a partner for every walk, we also collaborate with a different local nonprofit for each event, amplifying the community impact. In 2026, the Sip + Stroll Series proudly donated over \$11,237.07 to McKinney nonprofits!

We measure the event's success through attendance. Another key metric is feedback from local merchants—we strive to hear that each stroll boosted their sales and brought a great day of business to downtown McKinney!





THE EXPERIENCE...FUN IN MCKINNEY!!

Attendees of the Sip + Stroll events enjoy a signature event cup, an event map to guide their tasting adventure through downtown McKinney, and 20-25 delicious beverage tastings!

Each stroll features unique activities and fun swag—such as Irish music, photo booths, and costume contests—making every event a memorable experience. Tickets for the strolls start at \$35 per stroll.



The 2026 walk themes are:

- March 14: McKinney St. Patrick's Day Beer Walk
- June 20: McKinney Craft Beer Walk
- July 11: McKinney Margarita Stroll
- October 31: McKinney Spooktacular Brews & Boos Walk





EXPENSES AND REVENUE

Our goal is to sell 1,000-1,500 tickets per event at \$35 each, generating \$35,000-\$52,500 in revenue per walk.




The median cost to host each event ranges from \$20,000-\$22,000, excluding staff wages for organizing the events. While some walks may cost slightly less and others more, a detailed example expense sheet has been provided for reference. After covering hard costs, 20% of the net proceeds will be donated to McKinney Main Street, with an additional \$1,500 given to the nonprofit partner for each event, regardless of attendance.



To help offset expenses and ensure the sustainability of the series, we aim to secure \$5,000 in sponsorships per walk through opportunities like presenting sponsorships and photo booth branding. These contributions will help support the continuation of this beloved community tradition for years to come!

MARKETING EFFORT EXAMPLES

FACEBOOK ADS

 **SBG Hospitality**
Sponsored · 🌐

Join us to sip, and stroll through Historic Downtown McKinney on Father's Day weekend while tasting craft beers from the best breweries in North Texas!

Tickets: <https://mckinneycraftbeerwalk.eventbrite.com>

☀️ Let's have some GOOD TIMES while supportin... See more



eventbrite.com

McKinney Craft Beer Walk 2025

111 North Tennessee Street, McKinney, 75...

[Get Tickets](#)

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EVENT FLYER



ST. PATRICK'S DAY
McKINNEY CRAFT BEER WALK

POWERED BY


PUT ON YOUR GREEN, GRAB YOUR FRIENDS,
AND ENJOY TASTING CRAFT BEERS AND MORE
ALONG THE LUCKY ST. PAT'S BEER WALK IN
DOWNTOWN MCKINNEY!


MARCH 15TH
11 AM - 6 PM
DOWNTOWN MCKINNEY

 **\$35**




MASS TEXT



McKinney CRAFT BEER WALK

PRESENTED BY


JUNE 14TH | 12 TO 6PM
DOWNTOWN MCKINNEY



🍷 + The Downtown McKinney Craft Beer Walk presented by Russell Realty is happening this Saturday, June 14 in Historic Downtown McKinney!

🍷 Sip craft beers and spirits from 20+ stops, explore the charm of Downtown McKinney, shop local vendors, and snap a pic at the complimentary photo booth.

It's a delicious and exciting experience perfect for Father's Day weekend! 🍷 Get your tickets now! Reserve passes here: slktx.io/18iUP/709639360



HOW THE GRANT WILL BE SPENT:

As this series includes four events, the full \$15,000 advertising grant is essential to effectively promote them and achieve our goals—especially with the rising costs we've experienced for our events. This grant truly makes the series possible!

We carefully evaluate the results of each event and adjust our marketing strategies to focus on the most effective channels. Below is an outline of our marketing plan and associated costs:

- Social Media Campaign: Paid ads and organic posting (\$2,500 per event x 4 = \$10,000)
- PR Assistance: Promoting events via online calendars and media outreach (\$618 per event x 4 = \$2,472)
- Event Flyers: (\$98 per event x 4 = \$392)
- Creative Assistance: Ads and materials via Upwork and The Neighborhood Reach (\$150 per event x 4 = \$600)
- Mass Text Messaging: Targeting past event attendees (\$1,000 per event x 4 = \$4,000)



We are incredibly grateful for MCDC's support. This \$15,000 grant would be instrumental to the success of the series and help us continue creating impactful events in Downtown McKinney. Thank you for considering our request—we deeply value our partnership with MCDC!

Sincerely,
SBG Hospitality

