

McKinney R&B FESTIVAL

McKinney R&B Festival (MRNBF) is a vibrant, community event designed to celebrate unity and culture through the power of music. TUPPS Brewery has been chosen as the host venue for the last two years due to its strong community ties to East McKinney.

The family-friendly festival brings in over 40 local vendors, local music artists and bands, and local djs. The attendees include residents from McKinney and surrounding cities which helps boost foot traffic for TUPPS Brewery.



TUPPS *Partnership*

2024

Estimated Attendance: **500+**

TUPPS Profit

\$2,900 - Brewery Bar
\$9,000 - Alcohol sales
\$7,000 - Food sales



2025

Estimated Attendance: **1,300 +**

TUPPS Profit

\$4,100 - Brewery Bar
\$11,800 - Alcohol sales
\$9,000 - Food sales



Beneficiary

McKinney RNB Festival donated 15% of the ticket sales to McKinney Legacy Neighborhood Association, totaling **\$2,000+**.

McKinney Legacy Neighborhoods Association was created to represent the neighbors/home owners of Old East McKinney that fall in the Legacy neighborhoods. Those neighborhoods are: Wilcox, Mouzon, La Loma, Rockwall, and Lewisville.



Grant Funds

We evaluate the attendance results every event and strive to increase the numbers every year. By doing so, we advertise with local radio station K104, and social media.

MCDC has graciously helped fund the marketing strategies and we are incredibly grateful for their support. This year we are asking for \$7,500 to help us continue to reach more audiences that will provide exceptional foot traffic for TUPPS and the 40+ vendors.



Expenses

- Entertainment
- Decorations
- Marketing
- Event
- Documentation
- Donations

Mission

Our mission is to design and deliver impactful events that strengthen communities, inspire connection, and drive meaningful change. We specialize in producing fundraising and community-centered experiences that unite people around shared causes, elevate local voices, and generate support for organizations making a difference. Through creativity, collaboration, and intentional planning, we strive to create memorable events that not only entertain but also fundraise, creating positive impact with every gathering we produce.