



MCDC
McKINNEY COMMUNITY
DEVELOPMENT CORPORATION



Final Report

A GRANT WELL SPENT IN MCKINNEY, TX!

Thank you for supporting the McKinney Wine & Music Festival Presented by H-E-B with the advertising grant! The grant was put to excellent use and proved to be very effective in helping us promote the event!

The 7th annual festival took place at Towne Lake Park! We sold 2,000 wine tickets and had many more attendees enjoying the festivities! Participants included local McKinney residents and visitors!

The event featured 30 wineries, 3 bands and 100 local businesses! McKinney restaurants stole the show in VIP with full burgers from Shake Shack, quesadillas from Dillas, margaritas from STIX ice house and much more! The event was able to donate \$2,000 to local non-profits!

It was a great day in McKinney for local businesses, residents and visitors!

Click [HERE](#) for the full photo album!



MCKINNEY WAS BUZZING!

Facebook and Instagram ads received:

- 910,890 Impressions
- 18,976 Link Clicks
- 8,400 Event Responses



The event also saw a lot of coverage gaining over a hundred thousand impressions from Instagram influencers thanks to our PR efforts! Here are just a few who featured the event on their platform:

[Dallas Discovered](#), [Unation](#), [Avon Nguyen](#), [Dallas Party of 2](#),
[Kelly Simply Eats](#), [North Dallas Moms](#), and [Foodie Lovers!](#)

SOME OF OUR PRESS HITS!



[Shop across Texas](#)

[Plano City Lifestyle](#)

[All Events In](#)

[214 Area](#)

[Eventeny](#)

[County Line Magazine](#)

[Visit McKinney](#)

[McKinney Courier-Gazette](#)

[Visit McKinney](#)

[Patch](#)

[Community Impact](#)

[CW33](#)

[The Dallas Express](#)

[North Texas e-News](#)

[NBC DFW5](#)

[MSN](#) (picked up from NBC DFW5)

[City Lifestyle](#)

[McKinney Community Development Corporation](#)

[Local Wine Events](#)

[Dallas Morning News](#)

[Texas Monthly](#)

[Dallas CultureMap](#)



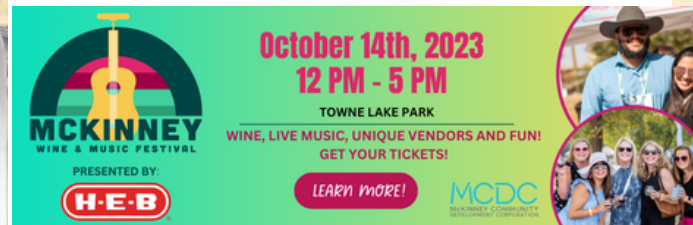
[CLICK HERE TO WATCH THE EVENT VIDEO!](#)



ADVERTISING & MARKETING

We followed our advertising plan shared with MCDC in our presentation! Including social media campaign, PR and digital ads!

Please see the receipts and the receipt summary attached to this report! The costs associated with hosting an event have increased drastically. The advertising grant truly made the event possible in 2023 and we are VERY grateful and hope to continue to grow the event to be a BIG success in McKinney!



SAT
OCT 14

12-5
PM

MCKINNEY
WINE & MUSIC FESTIVAL
TOWNE LAKE PARK

WINE & LIVE MUSIC IN MCKINNEY, TEXAS!

PRESENTED BY

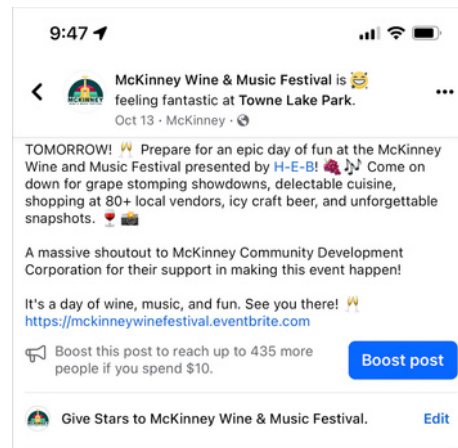
\$85	VIP
\$35	Mini Wine Tasting Pass
\$45	Wine Tasting Pass

FUN & DELICIOUS!

Enjoy live music while you taste wine, and shop with local vendors! Participate in grape stomping competitions, and enjoy cold craft beer at the Union Bear beer garden!

WWW.MCKINNEYWINEFESTIVAL.COM

SCAN FOR TICKETS





THANK YOU FOR SUPPORTING THE EVENT!

It was a fantastic community event in McKinney, Texas **thanks to the support from MCDC!**

The grant supported our efforts to bring fun and business to McKinney, TX! We are proud of the event and its success! We had over 100 local event partners who got to showcase their business at the event including local restaurants and breweries, boutiques, wineries and more! We hired many local businesses and services like local musicians, labor team, catering companies, promotional products, and so many more.



We love the McKinney community and we love playing a small role in making it a FUN place to live, work and visit! Thank you for helping us achieve our mission of providing fun in the community!



Our receipts are attached!

Thank you!
SBG Hospitality

2023 Mckinney Wine & Music Festival Ad Receipts (MCDC)

Facebook

8/2 \$69.57

8/9 \$325

8/13 \$129.45

8/13 \$61.27

8/18 \$343.57

8/25 \$422.90

9/3 \$340.55

10/13 \$900

10/31 \$99.01

Premier Digital Facebook Ads

\$900

Premier PR

\$1,236

SlickText Text Messages (2 messages sent)

\$3,094.14

Community Impact (Print Ad)

\$900

Frisco Style Magazine (Print Ad)

\$800

Flyer/Design

\$154.92

Social Media Influencer

\$200

Total Receipts \$10,106.38



Receipt for SBG Hospitality

Account ID: 770326016731907

Invoice/Payment Date
Aug 2, 2023, 6:48 PM

Payment method
Visa · 8084
Reference Number: NW7GMS3NV2

Paid

\$900.00 USD

Transaction ID
6431552446961764-12825244

You're being billed because you reached your \$900.00 payment threshold.

Product Type
Meta ads

Campaigns

Sips of Summer (Jul-Aug 2023)- Traffic (6/30/2023-8/19/2023)			\$479.78
From Jul 12, 2023, 12:00 AM to Aug 2, 2023, 6:48 PM			
Sips of Summer (Jul-Aug 2023)Traffic (6/30/2023-8/19/2023)	11,487 Impressions		\$37.75
Sips of Summer (Jul-Aug 2023) - Traffic - Full Experience (6/30/2023-8/19/2023)	72,458 Impressions		\$442.03
Sips of Summer (Jul-Aug 2023) - Event Response (6/30/2023-8/19/2023)			\$258.36
From Jul 12, 2023, 12:00 AM to Aug 2, 2023, 6:48 PM			
Sips of Summer (Jul-Aug 2023) - Event Response (6/30/2023-8/19/2023)	40,949 Impressions		\$258.36
Spooktacular Brews & Boos (Aug - Oct) 2023 - Traffic (8/1/2023-10/28/2023)			\$15.99
From Jul 12, 2023, 12:00 AM to Aug 2, 2023, 6:48 PM			
Spooktacular Brews & Boos (Aug - Oct) 2023 - Traffic - Women Only	2 Impressions		\$0.02
Spooktacular Brews & Boos (Aug - Oct) 2023 - All	3,440 Impressions		\$15.97
McKinney Wine & Music Festival (Aug - Oct) 2023 - Traffic (8/1/2023-8/31/2023)			\$51.89
From Jul 12, 2023, 12:00 AM to Aug 2, 2023, 6:48 PM			
McKinney Wine & Music Festival (July - Oct) 2023 - Traffic - w/o Interests	48 Impressions		\$0.30
McKinney Wine & Music Festival (July - Oct) 2023 - Traffic - Interests	7,857 Impressions		\$51.59
PLANO Food & Wine Festival (Aug - Oct) 2023 - Traffic (8/1/2023-10/21/2023)			\$64.89
From Jul 12, 2023, 12:00 AM to Aug 2, 2023, 6:48 PM			
PLANO Food & Wine Festival (July - Oct) 2023 - Traffic (7/25/2023-10/21/2023)	11,049 Impressions		\$64.89
PLANO Food & Wine Festival (Aug - Oct) 2023 - Event Response (8/1/2023-10/21/2023)			\$11.41
From Jul 12, 2023, 12:00 AM to Aug 2, 2023, 6:48 PM			
PLANO Food & Wine Festival (July - Oct) 2023 - Event Response (7/25/2023-10/21/2023)	2,539 Impressions		\$11.41

McKinney Wine & Music Festival (Aug - Oct) 2023 - Event Response (8/1/2023-8/31/2023)

\$17.68

From Jul 12, 2023, 12:00 AM to Aug 2, 2023, 6:48 PM

McKinney Wine & Music Festival (Aug - Oct) 2023 - Event Response (8/1/2... 4,730 Impressions

\$17.68



Receipt for SBG Hospitality

Account ID: 770326016731907

Invoice/Payment Date
Aug 9, 2023, 2:59 PM

Payment method
Visa · 8084
Reference Number: J3PC2TTNV2

Paid

\$900.00 USD

Transaction ID
6476605549123126-12873656

You're being billed because you reached your \$900.00 payment threshold.

Product Type
Meta ads

Campaigns

McKinney Wine & Music Festival (Aug - Oct) 2023 - Event Response (8/1/2023-8/31/2023)		\$99.83
From Aug 1, 2023, 12:00 AM to Aug 9, 2023, 2:59 PM		
McKinney Wine & Music Festival (Aug - Oct) 2023 - Event Response (8/1/2...	26,458 Impressions	\$99.83
PLANO Food & Wine Festival (Aug - Oct) 2023 - Traffic (8/1/2023-10/21/2023)		\$123.43
From Aug 1, 2023, 12:00 AM to Aug 9, 2023, 2:59 PM		
PLANO Food & Wine Festival (July - Oct) 2023 - Traffic (7/25/2023-10/21/2...	23,783 Impressions	\$123.43
Sips of Summer (Jul-Aug 2023)- Traffic (6/30/2023-8/19/2023)		\$151.36
From Aug 1, 2023, 12:00 AM to Aug 9, 2023, 2:59 PM		
Sips of Summer (Jul-Aug 2023) - Traffic - Full Experience (6/30/2023-8/19/2...	22,782 Impressions	\$143.37
Sips of Summer (Jul-Aug 2023)Traffic (6/30/2023-8/19/2023)	2,955 Impressions	\$7.99
Spooktacular Brews & Boos (Aug - Oct) 2023 - Traffic (8/1/2023-10/28/2023)		\$79.60
From Aug 1, 2023, 12:00 AM to Aug 9, 2023, 2:59 PM		
Spooktacular Brews & Boos (Aug - Oct) 2023 - All	16,435 Impressions	\$79.47
Spooktacular Brews & Boos (Aug - Oct) 2023 - Traffic - Women Only	14 Impressions	\$0.13
McKinney Wine & Music Festival (Aug - Oct) 2023 - Traffic (8/1/2023-8/31/2023)		\$225.17
From Aug 1, 2023, 12:00 AM to Aug 9, 2023, 2:59 PM		
McKinney Wine & Music Festival (July - Oct) 2023 - Traffic - Interests	38,934 Impressions	\$225.16
McKinney Wine & Music Festival (July - Oct) 2023 - Traffic - w/o Interests	4 Impressions	\$0.01
Sips of Summer (Jul-Aug 2023) - Event Response (6/30/2023-8/19/2023)		\$80.84
From Aug 1, 2023, 12:00 AM to Aug 9, 2023, 2:59 PM		
Sips of Summer (Jul-Aug 2023) - Event Response (6/30/2023-8/19/2023)	11,224 Impressions	\$80.84

PLANO Food & Wine Festival (Aug - Oct) 2023 - Event Response (8/1/2023-10/21/2023)		\$55.72
From Aug 1, 2023, 12:00 AM to Aug 9, 2023, 2:59 PM		
PLANO Food & Wine Festival (July - Oct) 2023 - Event Response (7/25/2023-10/21/2023) 16,340 Impressions		\$55.72
Spooktacular Brews & Boos (Aug - Oct) 2023 - Event Response (8/1/2023-10/28/2023)		\$41.71
From Aug 1, 2023, 12:00 AM to Aug 9, 2023, 2:59 PM		
Spooktacular Brews & Boos (Aug - Oct) 2023 - Event Response (8/1/2023-10/28/2023) 9,824 Impressions		\$41.71
Monster Dash 5K (Aug - Oct) 2023 - Traffic (8/2/2023-10/28/2023)		\$27.60
From Aug 1, 2023, 12:00 AM to Aug 9, 2023, 2:59 PM		
All - Monster Dash 5K (Aug - Oct) 2023 - Traffic (8/2/2023-10/28/2023)	744 Impressions	\$4.50
Women Only - Monster Dash 5K (Aug - Oct) 2023 - Traffic (8/2/2023-10/28/2023)	4,295 Impressions	\$23.10
Monster Dash 5K (Aug - Oct) 2023 - Event Response (8/2/2023-10/28/2023)		\$14.74
From Aug 1, 2023, 12:00 AM to Aug 9, 2023, 2:59 PM		
Monster Dash 5K (Aug - Oct) 2023 - Event Response (8/2/2023-10/28/2023) 3,188 Impressions		\$14.74



Receipt for SBG Hospitality

Account ID: 770326016731907

Invoice/Payment Date
Aug 13, 2023, 6:05 AM

Payment method
Visa · 8084
Reference Number: 92QX3SBNV2

Transaction ID
6370331289750549-12900635

Product Type
Meta ads

Paid

\$375.26 USD

Ad spend since Aug 8, 2023.

Campaigns

Monster Dash 5K (Aug - Oct) 2023 - Traffic (8/2/2023-10/28/2023)		\$31.97
From Aug 8, 2023, 12:00 AM to Aug 11, 2023, 11:59 PM		

Women Only - Monster Dash 5K (Aug - Oct) 2023 - Traffic (8/2/2023-10/28/...	6,310 Impressions	\$31.13
All - Monster Dash 5K (Aug - Oct) 2023 - Traffic (8/2/2023-10/28/2023)	99 Impressions	\$0.84
Sips of Summer (Jul-Aug 2023) - Event Response (6/30/2023-8/19/2023)		\$29.10
From Aug 8, 2023, 12:00 AM to Aug 11, 2023, 11:59 PM		

Sips of Summer (Jul-Aug 2023) - Event Response (6/30/2023-8/19/2023)	3,650 Impressions	\$29.10
PLANO Food & Wine Festival (Aug - Oct) 2023 - Traffic (8/1/2023-10/21/2023)		\$47.33
From Aug 8, 2023, 12:00 AM to Aug 11, 2023, 11:59 PM		

PLANO Food & Wine Festival (July - Oct) 2023 - Traffic (7/25/2023-10/21/2...	9,399 Impressions	\$47.33
McKinney Wine & Music Festival (Aug - Oct) 2023 - Event Response (8/1/2023-8/31/2023)		\$34.61
From Aug 8, 2023, 12:00 AM to Aug 11, 2023, 11:59 PM		

McKinney Wine & Music Festival (Aug - Oct) 2023 - Event Response (8/1/2...	7,688 Impressions	\$34.61
Sips of Summer (Jul-Aug 2023)- Traffic (6/30/2023-8/19/2023)		\$54.83
From Aug 8, 2023, 12:00 AM to Aug 11, 2023, 11:59 PM		

Sips of Summer (Jul-Aug 2023) - Traffic - Full Experience (6/30/2023-8/19/2...	7,338 Impressions	\$47.54
Sips of Summer (Jul-Aug 2023)Traffic (6/30/2023-8/19/2023)	2,889 Impressions	\$7.29
McKinney Wine & Music Festival (Aug - Oct) 2023 - Traffic (8/1/2023-8/31/2023)		\$94.84
From Aug 8, 2023, 12:00 AM to Aug 11, 2023, 11:59 PM		

McKinney Wine & Music Festival (July - Oct) 2023 - Traffic - Interests	15,999 Impressions	\$94.83
McKinney Wine & Music Festival (July - Oct) 2023 - Traffic - w/o Interests	1 Impression	\$0.01

Spooktacular Brews & Boos (Aug - Oct) 2023 - Traffic (8/1/2023-10/28/2023)		\$28.70
From Aug 8, 2023, 12:00 AM to Aug 11, 2023, 11:59 PM		
Spooktacular Brews & Boos (Aug - Oct) 2023 - All	4,272 Impressions	\$21.33
Spooktacular Brews & Boos (Aug - Oct) 2023 - Traffic - Women Only	1,303 Impressions	\$7.37
Monster Dash 5K (Aug - Oct) 2023 - Event Response (8/2/2023-10/28/2023)		\$16.62
From Aug 8, 2023, 12:00 AM to Aug 11, 2023, 11:59 PM		
Monster Dash 5K (Aug - Oct) 2023 - Event Response (8/2/2023-10/28/2023)	3,944 Impressions	\$16.62
Spooktacular Brews & Boos (Aug - Oct) 2023 - Event Response (8/1/2023-10/28/2023)		\$16.28
From Aug 8, 2023, 12:00 AM to Aug 11, 2023, 11:59 PM		
Spooktacular Brews & Boos (Aug - Oct) 2023 - Event Response (8/1/2023-10/28/2023)	3,597 Impressions	\$16.28
PLANO Food & Wine Festival (Aug - Oct) 2023 - Event Response (8/1/2023-10/21/2023)		\$20.98
From Aug 8, 2023, 12:00 AM to Aug 11, 2023, 11:59 PM		
PLANO Food & Wine Festival (July - Oct) 2023 - Event Response (7/25/2023-10/21/2023)	5,895 Impressions	\$20.98



Receipt for SBG Hospitality

Account ID: 770326016731907

Invoice/Payment Date
Aug 13, 2023, 6:32 AM

Payment method
Visa · 8084
Reference Number: 6VXR7S3PV2

Transaction ID
6383683705081980-12900723

Product Type
Meta ads

Paid

\$159.13 USD

Ad spend since Aug 11, 2023.

Campaigns

Monster Dash 5K (Aug - Oct) 2023 - Traffic (8/2/2023-10/28/2023)		\$12.55
From Aug 11, 2023, 12:00 AM to Aug 12, 2023, 11:59 PM		
All - Monster Dash 5K (Aug - Oct) 2023 - Traffic (8/2/2023-10/28/2023)	34 Impressions	\$0.23
Women Only - Monster Dash 5K (Aug - Oct) 2023 - Traffic (8/2/2023-10/28/2023)	2,244 Impressions	\$12.32
Sips of Summer (Jul-Aug 2023)- Traffic (6/30/2023-8/19/2023)		\$21.51
From Aug 11, 2023, 12:00 AM to Aug 12, 2023, 11:59 PM		
Sips of Summer (Jul-Aug 2023)Traffic (6/30/2023-8/19/2023)	607 Impressions	\$2.17
Sips of Summer (Jul-Aug 2023) - Traffic - Full Experience (6/30/2023-8/19/2023)	3,051 Impressions	\$19.34
Spooktacular Brews & Boos (Aug - Oct) 2023 - Traffic (8/1/2023-10/28/2023)		\$11.80
From Aug 11, 2023, 12:00 AM to Aug 12, 2023, 11:59 PM		
Spooktacular Brews & Boos (Aug - Oct) 2023 - Traffic - Women Only	874 Impressions	\$4.62
Spooktacular Brews & Boos (Aug - Oct) 2023 - All	1,546 Impressions	\$7.18
Spooktacular Brews & Boos (Aug - Oct) 2023 - Event Response (8/1/2023-10/28/2023)		\$6.46
From Aug 11, 2023, 12:00 AM to Aug 12, 2023, 11:59 PM		
Spooktacular Brews & Boos (Aug - Oct) 2023 - Event Response (8/1/2023-10/28/2023)	1,293 Impressions	\$6.46
Sips of Summer (Jul-Aug 2023) - Event Response (6/30/2023-8/19/2023)		\$11.62
From Aug 11, 2023, 12:00 AM to Aug 12, 2023, 11:59 PM		
Sips of Summer (Jul-Aug 2023) - Event Response (6/30/2023-8/19/2023)	1,327 Impressions	\$11.62
Monster Dash 5K (Aug - Oct) 2023 - Event Response (8/2/2023-10/28/2023)		\$6.80
From Aug 11, 2023, 12:00 AM to Aug 12, 2023, 11:59 PM		
Monster Dash 5K (Aug - Oct) 2023 - Event Response (8/2/2023-10/28/2023)	1,384 Impressions	\$6.80

PLANO Food & Wine Festival (Aug - Oct) 2023 - Event Response (8/1/2023-10/21/2023)		\$8.33
From Aug 11, 2023, 12:00 AM to Aug 12, 2023, 11:59 PM		

PLANO Food & Wine Festival (July - Oct) 2023 - Event Response (7/25/2023-10/21/2023)	2,013 Impressions	\$8.33
<hr/>		
PLANO Food & Wine Festival (Aug - Oct) 2023 - Traffic (8/1/2023-10/21/2023)		\$18.79
From Aug 11, 2023, 12:00 AM to Aug 12, 2023, 11:59 PM		

PLANO Food & Wine Festival (July - Oct) 2023 - Traffic (7/25/2023-10/21/2023)	3,834 Impressions	\$18.79
<hr/>		
McKinney Wine & Music Festival (Aug - Oct) 2023 - Event Response (8/1/2023-8/31/2023)		\$13.21
From Aug 11, 2023, 12:00 AM to Aug 12, 2023, 11:59 PM		

McKinney Wine & Music Festival (Aug - Oct) 2023 - Event Response (8/1/2023-8/31/2023)	2,650 Impressions	\$13.21
<hr/>		
McKinney Wine & Music Festival (Aug - Oct) 2023 - Traffic (8/1/2023-8/31/2023)		\$48.06
From Aug 11, 2023, 12:00 AM to Aug 12, 2023, 11:59 PM		

McKinney Wine & Music Festival (July - Oct) 2023 - Traffic - Interests	7,874 Impressions	\$48.06
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Receipt for SBG Hospitality

Account ID: 770326016731907

Invoice/Payment Date
Aug 18, 2023, 7:10 PM

Payment method
Visa · 8084
Reference Number: GC23TRXNV2

Paid

\$900.00 USD

Transaction ID
6339236916193325-12939828

You're being billed because you reached your \$900.00 payment threshold.

Product Type
Meta ads

Campaigns

PLANO Food & Wine Festival (Aug - Oct) 2023 - Traffic (8/1/2023-10/21/2023)		\$107.81
From Aug 12, 2023, 12:00 AM to Aug 18, 2023, 7:09 PM		

PLANO Food & Wine Festival (July - Oct) 2023 - Traffic (7/25/2023-10/21/2023)	20,909 Impressions	\$107.81

Spooktacular Brews & Boos (Aug - Oct) 2023 - Traffic (8/1/2023-10/28/2023)		\$66.56
From Aug 12, 2023, 12:00 AM to Aug 18, 2023, 7:09 PM		

Spooktacular Brews & Boos (Aug - Oct) 2023 - All	8,903 Impressions	\$40.67
Spooktacular Brews & Boos (Aug - Oct) 2023 - Traffic - Women Only	4,571 Impressions	\$25.89

Sips of Summer (Jul-Aug 2023)- Traffic (6/30/2023-8/19/2023)		\$122.33
From Aug 12, 2023, 12:00 AM to Aug 18, 2023, 7:09 PM		

Sips of Summer (Jul-Aug 2023)Traffic (6/30/2023-8/19/2023)	4,715 Impressions	\$16.57
Sips of Summer (Jul-Aug 2023) - Traffic - Full Experience (6/30/2023-8/19/2023)	15,846 Impressions	\$105.76

Sips of Summer (Jul-Aug 2023) - Event Response (6/30/2023-8/19/2023)		\$65.20
From Aug 12, 2023, 12:00 AM to Aug 18, 2023, 7:09 PM		

Sips of Summer (Jul-Aug 2023) - Event Response (6/30/2023-8/19/2023)	6,979 Impressions	\$65.20

PLANO Food & Wine Festival (Aug - Oct) 2023 - Event Response (8/1/2023-10/21/2023)		\$47.26
From Aug 12, 2023, 12:00 AM to Aug 18, 2023, 7:09 PM		

PLANO Food & Wine Festival (July - Oct) 2023 - Event Response (7/25/2023-10/21/2023)	13,171 Impressions	\$47.26

Spooktacular Brews & Boos (Aug - Oct) 2023 - Event Response (8/1/2023-10/28/2023)		\$37.15
From Aug 12, 2023, 12:00 AM to Aug 18, 2023, 7:09 PM		

Spooktacular Brews & Boos (Aug - Oct) 2023 - Event Response (8/1/2023-10/28/2023)	7,326 Impressions	\$37.15

Monster Dash 5K (Aug - Oct) 2023 - Event Response (8/2/2023-10/28/2023)		\$38.85
From Aug 12, 2023, 12:00 AM to Aug 18, 2023, 7:09 PM		

Monster Dash 5K (Aug - Oct) 2023 - Event Response (8/2/2023-10/28/2023)	7,897 Impressions	\$38.85
McKinney Wine & Music Festival (Aug - Oct) 2023 - Event Response (8/1/2023-8/31/2023)		
From Aug 12, 2023, 12:00 AM to Aug 18, 2023, 7:09 PM		\$74.82
McKinney Wine & Music Festival (Aug - Oct) 2023 - Event Response (8/1/2...	18,005 Impressions	\$74.82
Monster Dash 5K (Aug - Oct) 2023 - Traffic (8/2/2023-10/28/2023)		
From Aug 12, 2023, 12:00 AM to Aug 18, 2023, 7:09 PM		\$71.27
Women Only - Monster Dash 5K (Aug - Oct) 2023 - Traffic (8/2/2023-10/28/...	12,689 Impressions	\$67.95
All - Monster Dash 5K (Aug - Oct) 2023 - Traffic (8/2/2023-10/28/2023)	523 Impressions	\$3.32
McKinney Wine & Music Festival (Aug - Oct) 2023 - Traffic (8/1/2023-8/31/2023)		
From Aug 12, 2023, 12:00 AM to Aug 18, 2023, 7:09 PM		\$268.75
McKinney Wine & Music Festival (July - Oct) 2023 - Traffic - Interests	42,800 Impressions	\$268.71
McKinney Wine & Music Festival (July - Oct) 2023 - Traffic - w/o Interests	4 Impressions	\$0.04



Receipt for SBG Hospitality

Account ID: 770326016731907

Invoice/Payment Date
Aug 25, 2023, 8:09 PM

Payment method
Visa · 8084
Reference Number: NFQP3UFNV2

Paid

\$900.00 USD

Transaction ID
6593155097468167-12987367

You're being billed because you reached your \$900.00 payment threshold.

Product Type
Meta ads

Campaigns

Monster Dash 5K (Aug - Oct) 2023 - Traffic (8/2/2023-10/28/2023)		\$90.55
From Aug 18, 2023, 12:00 AM to Aug 25, 2023, 8:09 PM		

Women Only - Monster Dash 5K (Aug - Oct) 2023 - Traffic (8/2/2023-10/28/...	13,811 Impressions	\$67.09
All - Monster Dash 5K (Aug - Oct) 2023 - Traffic (8/2/2023-10/28/2023)	3,784 Impressions	\$23.46

McKinney Wine & Music Festival (Aug - Oct) 2023 - Traffic (8/1/2023-8/31/2023)		\$332.98
From Aug 18, 2023, 12:00 AM to Aug 25, 2023, 8:09 PM		

McKinney Wine & Music Festival (July - Oct) 2023 - Traffic - w/o Interests	25 Impressions	\$0.21
McKinney Wine & Music Festival (July - Oct) 2023 - Traffic - Interests	49,934 Impressions	\$332.77

PLANO Food & Wine Festival (Aug - Oct) 2023 - Traffic (8/1/2023-10/21/2023)		\$134.37
From Aug 18, 2023, 12:00 AM to Aug 25, 2023, 8:09 PM		

PLANO Food & Wine Festival (July - Oct) 2023 - Traffic (7/25/2023-10/21/2...	24,862 Impressions	\$134.37

Spooktacular Brews & Boos (Aug - Oct) 2023 - Traffic (8/1/2023-10/28/2023)		\$82.43
From Aug 18, 2023, 12:00 AM to Aug 25, 2023, 8:09 PM		

Spooktacular Brews & Boos (Aug - Oct) 2023 - All	12,055 Impressions	\$50.19
Spooktacular Brews & Boos (Aug - Oct) 2023 - Traffic - Women Only	6,083 Impressions	\$32.24

Sips of Summer (Jul-Aug 2023) - Event Response (6/30/2023-8/19/2023)		\$5.99
From Aug 18, 2023, 12:00 AM to Aug 25, 2023, 8:09 PM		

Sips of Summer (Jul-Aug 2023) - Event Response (6/30/2023-8/19/2023)	615 Impressions	\$5.99

Spooktacular Brews & Boos (Aug - Oct) 2023 - Event Response (8/1/2023-10/28/2023)		\$45.82
From Aug 18, 2023, 12:00 AM to Aug 25, 2023, 8:09 PM		

Spooktacular Brews & Boos (Aug - Oct) 2023 - Event Response (8/1/2023-1...	9,162 Impressions	\$45.82

Monster Dash 5K (Aug - Oct) 2023 - Event Response (8/2/2023-10/28/2023)		\$48.37
From Aug 18, 2023, 12:00 AM to Aug 25, 2023, 8:09 PM		
Monster Dash 5K (Aug - Oct) 2023 - Event Response (8/2/2023-10/28/2023) 10,663 Impressions		\$48.37
Sips of Summer (Jul-Aug 2023)- Traffic (6/30/2023-8/19/2023)		\$11.54
From Aug 18, 2023, 12:00 AM to Aug 25, 2023, 8:09 PM		
Sips of Summer (Jul-Aug 2023)Traffic (6/30/2023-8/19/2023)	535 Impressions	\$1.38
Sips of Summer (Jul-Aug 2023) - Traffic - Full Experience (6/30/2023-8/19/2023)	1,659 Impressions	\$10.16
PLANO Food & Wine Festival (Aug - Oct) 2023 - Event Response (8/1/2023-10/21/2023)		\$58.03
From Aug 18, 2023, 12:00 AM to Aug 25, 2023, 8:09 PM		
PLANO Food & Wine Festival (July - Oct) 2023 - Event Response (7/25/2023-10/21/2023) 16,322 Impressions		\$58.03
McKinney Wine & Music Festival (Aug - Oct) 2023 - Event Response (8/1/2023-8/31/2023)		\$89.92
From Aug 18, 2023, 12:00 AM to Aug 25, 2023, 8:09 PM		
McKinney Wine & Music Festival (Aug - Oct) 2023 - Event Response (8/1/2023-8/31/2023) 24,781 Impressions		\$89.92



Receipt for SBG Hospitality

Account ID: 770326016731907

Invoice/Payment Date
Sep 3, 2023, 3:09 PM

Payment method
Visa · 8084
Reference Number: EANDCUFNV2

Paid

\$900.00 USD

Transaction ID
6623512721099071-13050003

You're being billed because you reached your \$900.00 payment threshold.

Product Type
Meta ads

Campaigns

Monster Dash 5K (Aug - Oct) 2023 - Traffic (8/2/2023-10/28/2023)		\$111.06
From Aug 25, 2023, 12:00 AM to Sep 3, 2023, 3:09 PM		
Women Only - Monster Dash 5K (Aug - Oct) 2023 - Traffic (8/2/2023-10/28/...	18,711 Impressions	\$92.02
All - Monster Dash 5K (Aug - Oct) 2023 - Traffic (8/2/2023-10/28/2023)	3,334 Impressions	\$19.04
McKinney Wine & Music Festival (Aug - Oct) 2023 - Traffic (8/1/2023-8/31/2023)		\$270.62
From Aug 25, 2023, 12:00 AM to Sep 3, 2023, 3:09 PM		
McKinney Wine & Music Festival (July - Oct) 2023 - Traffic - Interests	40,629 Impressions	\$270.50
McKinney Wine & Music Festival (July - Oct) 2023 - Traffic - w/o Interests	12 Impressions	\$0.12
Spooktacular Brews & Boos (Aug - Oct) 2023 - Traffic (8/1/2023-10/28/2023)		\$101.83
From Aug 25, 2023, 12:00 AM to Sep 3, 2023, 3:09 PM		
Spooktacular Brews & Boos (Aug - Oct) 2023 - Traffic - Women Only	7,434 Impressions	\$39.90
Spooktacular Brews & Boos (Aug - Oct) 2023 - All	15,166 Impressions	\$61.93
PLANO Food & Wine Festival (Aug - Oct) 2023 - Traffic (8/1/2023-10/21/2023)		\$160.40
From Aug 25, 2023, 12:00 AM to Sep 3, 2023, 3:09 PM		
PLANO Food & Wine Festival (July - Oct) 2023 - Traffic (7/25/2023-10/21/2...	32,451 Impressions	\$160.40
Spooktacular Brews & Boos (Aug - Oct) 2023 - Event Response (8/1/2023-10/28/2023)		\$55.80
From Aug 25, 2023, 12:00 AM to Sep 3, 2023, 3:09 PM		
Spooktacular Brews & Boos (Aug - Oct) 2023 - Event Response (8/1/2023-1...	10,261 Impressions	\$55.80
Monster Dash 5K (Aug - Oct) 2023 - Event Response (8/2/2023-10/28/2023)		\$59.25
From Aug 25, 2023, 12:00 AM to Sep 3, 2023, 3:09 PM		
Monster Dash 5K (Aug - Oct) 2023 - Event Response (8/2/2023-10/28/2023)	12,801 Impressions	\$59.25

PLANO Food & Wine Festival (Aug - Oct) 2023 - Event Response (8/1/2023-10/21/2023)		\$71.11
From Aug 25, 2023, 12:00 AM to Sep 3, 2023, 3:09 PM		
PLANO Food & Wine Festival (July - Oct) 2023 - Event Response (7/25/2023-10/21/2023) 20,212 Impressions		\$71.11
McKinney Wine & Music Festival (Aug - Oct) 2023 - Event Response (8/1/2023-8/31/2023)		\$69.93
From Aug 25, 2023, 12:00 AM to Sep 3, 2023, 3:09 PM		
McKinney Wine & Music Festival (Aug - Oct) 2023 - Event Response (8/1/2023-8/31/2023) 17,668 Impressions		\$69.93



Receipt for Lauren Valentine Stephan

Account ID: 28725725

Invoice/Payment Date
Oct 13, 2023, 8:49 PM

Payment method
Visa · 8084
Reference Number: 3L79FSFW62

Paid

\$900.00 USD

Transaction ID
6409815212463000-13460475

You're being billed because you reached your \$900.00 payment threshold.

Product Type
Meta ads

Campaigns

Event: McKinney Wine & Music Festival Presented by H-E-B

\$900.00

From Oct 10, 2023, 12:00 AM to Oct 13, 2023, 8:49 PM

Event: McKinney Wine & Music Festival Presented by H-E-B

57,033 Impressions

\$900.00



Receipt for Lauren Valentine Stephan

Account ID: 28725725

Invoice/Payment Date
Oct 31, 2023, 3:01 AM

Payment method
Visa · 8084
Reference Number: EA9BEU3X62

Transaction ID
6630240400420484-13579134

Product Type
Meta ads

Paid

\$99.01 USD

Remaining ad costs at the end of the month.

Campaigns

Event: McKinney Wine & Music Festival Presented by H-E-B

\$99.01

From Oct 13, 2023, 12:00 AM to Oct 14, 2023, 11:59 PM

Event: McKinney Wine & Music Festival Presented by H-E-B

7,055 Impressions

\$99.01

PREMIER

Invoice

4062 Peachtree Road
Suite A-314
Atlanta, GA 30319
404-792-3841

Date	Invoice #
10/31/2023	414

**PAID
11/03/2023**

Bill To
SBG Hospitality

Terms	Due Date
Due on receipt	10/31/2023

Description	Rate	Quantity	Amount
McKinney Wine and Music Festival (FB - add-on)	1,000.00	1	1,000.00
3% credit card fee	30.00	1	30.00

****PLEASE REMIT TO: ****

PREMIER GLOBAL GROUP, LLC
220 E LAS COLINAS BLVD, SUITE C-210
IRVING, TX 75039

Total \$1,030.00

Infinite Digital, LLC/Premier Agency

Invoice

Infinite Digital LLC - Dept 2076
PO Box 122076
Dallas, TX 75312-2076

Date	Invoice #
10/1/2023	339

Bill To
SBG Hospitality

PAID
10/04/2023

P.O. No.	Terms	Project
	Net 30	

Quantity	Description	Rate	Amount
	Public Relations Services for SBG Hospitality - October 2023	1,200.00	1,200.00
	3% credit card fee	36.00	36.00
		Total	\$1,236.00

SlickText

301 E 2nd Street.
Suite 304
Jamestown, NY 14701
United States
Phone: 800.688.6290
Email: payments@slicktext.com

Invoice

Invoice # 491811
Billed On Oct 3, 2023
Terms On-Receipt
Due On Oct 3, 2023

Bill To

Juliane Swan

SBG Hospitality

PAID

on Oct 3, 2023

\$3,094.14 USD

Date	Description	Qty	Price	Subtotal
Oct 3, 2023	Charge for the purchase of 103,865 text messages	1	\$3,094.14	\$3,094.14

Subtotal \$3,094.14

Total \$3,094.14

Paid (\$3,094.14)

Amount Due \$0.00

Payments

Oct 3, 2023 \$3,094.14 Payment from Visa ... 4279

Notes

For payment by check, please remit payment to:

*Slick Innovations, LLC
301 E 2nd St, #304
Jamestown, NY 14701*

All amounts in United States Dollars (USD)



Style Publishing Group, LLC
 PO Box 1676
 Frisco, Texas 75034
 972.335.1181
www.friscostyle.com

INVOICE

Style Publishing Group LLC
 PO Box 1676
 Frisco, Texas 75034
 p. 972.335.1181
 m. 469.563.4777
 f. 214.722.2313

SBG Hospitality
 Lauren Stephan
 7200 W University Dr
 Ste 210
 McKinney, TX 75071

PAID

ADVERTISER SBG Hospitality
INVOICE NO 1436
 NOTE Thank you for your business!
DATE Jul 25, 2023
DUE DATE Aug 10, 2023
CONTRACT NO 5101
CONTACT George Rodriguez

Product	Sub Total	Total
#17302 - Frisco STYLE Magazine - 2023 September - 1/4 Page Vertical: 1 Pages	\$800.00	\$800.00

Balance Due **\$0.00**

Please pay online by going to:
<https://secure.adsalesgenius.com/pay/>

Your Invoice PIN Number is: **19882**

Or click the direct pay button below:

Pay Online Now

Note: Credit and Debit Card payments subject to convenience fee.

Invoice No.	Due Date	Notes	Amount	Balance
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AVON NGUYEN



CLIENT INVOICE

Invoice #:0297
Issue Date: 09/26/2023
Due Date: 09/21/2023

Bill To: SBG Hospitality
Kristen Breedlove
7200 W. University Drive, Suite 210
McKinney, TX 75071

PRODUCT / SERVICE	QTY	PRICE	TOTAL
FRISCO OKTOBERFEST	1	200	200
MCKINNEY WINE & MUSIC	1	200	200
PLANO FOOD & WINE	1	200	200

tax: 0
subtotal: 600
deposit: 0
amount due 600

instagram: @AVON.NGUYEN
tiktok: @AVON.NGUYEN
youtube: /C/AVONNGUYEN

LIFESTYLE & FOOD INFLUENCER



Milestone details

MWMF Flyer

Payment

 [Invoice](#)  [Request a Refund](#)

Status	Paid
Amount released	\$25.00 released to freelancer on Aug 3



Invoice for Order # 11445434

Bill to: **SBG Hospitality**

Kristen Breedlove

Order Date: 08/14/2023

7200 W. University Dr., Suite 210, MCKINNEY, TX, ID 5051279

P.O.#:

Email: partnerships@sbghospitality.com | Phone: (940) 453-5270

Product Details	Delivery & Destination	Quantity	Price
ITEM #17936489 Product: Flyers Size : 8.5 x 11 Paper Stock : 100# Text Coating : Gloss Both Sides Colors : Single Sided (4/0) Turnaround : 5-7 Business Days Project Name : Flyers	Delivery 1 Day Transit Shipping Address Kristen Breedlove SBG Hospitality 7200 W. University Dr. Suite 210 MCKINNEY, TX 75071 Phone: (318) 652-7775 Shipping & Handling: \$15.71	500	\$ 104.31

Payment Information

DATATEL-CALEDON

Payment Date: 08/28/2023

Credit Card: VISA Ending in 4279

Payment Date: 08/14/2023

Subtotal **\$104.31**

Shipping & Handling **\$15.71**

Sales Tax **\$9.9**

Order Total **\$129.92**

Paid **\$129.92**

Balance Due **\$0**

All orders are subject to the Terms & Conditions on BargainBasementPrinting.com.
For details, please visit <https://www.bargainbasementprinting.com/terms-of-service.html>