



Grant Request:

\$12,500 to support promotional activities for the

ManeGait LIVE - Country Fair and Concert

Saturday, April 27, 2024



Event Purpose:

- 1. To raise financial support for ManeGait programs** → increases the quality of life for those with disabilities
- 2. To raise awareness of ManeGait as a Community Center** → increase community involvement (clients, volunteers, donors, & sponsors)
- 3. To support the local community** → by promoting local businesses and providing a family-friendly activity for residents of McKinney and surrounding areas



2023 Event Goals will carry into 2024

- Attract higher-level sponsors
 - Mature the branding
 - Focus on entertainment
- Increase adult attendance
 - More activities for adults
 - Headliner musician
- Strengthen partnerships with local businesses and vendors

- Additional revenue opportunities:
 - Higher-end raffle
 - VIP Package
 - Cornhole Tournament

COUNTRY FAIR

NOON - 7PM
\$5 per person
(kids 2 & under FREE)

INFLATABLES
CARNIVAL GAMES
PETTING ZOO
FACE PAINTING
AXE THROWING
CLIMBING WALL
CRAFT CORNER
CORNHOLE TOURNAMENT
FOOD TRUCKS
BEER & WINE GARDEN

LIVE MUSIC BY:
AUSTIN CUNNINGHAM
HIGHWAY 31
JADE MARIE PATEK

Live! CONCERT

4PM - 8PM
\$25 tickets
(kids 2 & under FREE)

FEATURING
Drake White

WITH
ISAAC HOSKINS
as seen on *Yellowstone*
& MAYLEE THOMAS BAND

VIP Experience & Happy Hour

ManeGait LIVE AT THE GAIT

.SATURDAY. APRIL 29
ManeGait.org/LIVE
3160 N CUSTER RD. MCKINNEY

COUNTRY FAIR & CONCERT

SPONSORED BY

NEW YORK LIFE
Dallas Fort Worth General Office
New York Life is independent of ManeGait.

MCDC
MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

TOMES AUTO GROUP

BENEFITING MANEGAIT THERAPEUTIC HORSEMANSHIP



**.SATURDAY.
APRIL 29**

3160 N CUSTER RD.
MCKINNEY

Tickets:
ManeGait.org/LIVE



COUNTRY FAIR & CONCERT

COUNTRY FAIR

NOON - 7PM

\$5 per person
(kids 2 & under FREE)

ACTIVITIES AT NO CHARGE:

- INFLATABLES • CARNIVAL GAMES
- PETTING ZOO • FACE PAINTING
- AXE THROWING • CLIMBING WALL
- KIDS CRAFT CORNER • NERF BATTLEFIELD
- MECHANICAL BULL RIDING

CORNHOLE TOURNAMENT - 12PM
BEER & WINE GARDEN • FOOD TRUCKS



- AUSTIN CUNNINGHAM - 12PM
- HIGHWAY 31 - 1PM
- JADE MARIE PATEK - 2:30PM

LIVE! CONCERT

4PM - 8PM

\$25 General Admission
(kids 2 & under FREE)

Drake White



PERFORMANCES BY

- ISAAC HOSKINS - 4 PM
as seen on Yellowstone
- MAYLEE THOMAS BAND - 5:30 PM
- DRAKE WHITE - 7 PM

\$100 VIP TICKETS
premier seating & complimentary
appetizers, beer, & wine



Dallas Fort Worth
General Office



PAINTED
TREE



OUR GENEROUS SPONSORS

Event Schedule

General Admission (12 PM – 7 PM)

\$5 per person

FREE access to all inflatables, carnival games, axe throwing, face painting, pony meet-and-greet, stable tours, and live entertainment from the McKinney community stage.



'Toss for the Trot' Cornhole Tournament (1:30 PM – 3:30 PM)

\$50 for a team of 2 to compete

All proceeds from entry fees support ManeGait programs serving military veterans and first responders.



General Admission Concert (4 PM – 7 PM)

\$25 per ticket

GA ticket holders will have great vantage points to enjoy the concert as well.



VIP Concert & Happy Hour (4 PM – 7 PM)

\$100 per ticket

Headline entertainer from ManeStage; complimentary drinks and snacks for VIP guests.

Event Budget Goals

| | 2024 GOAL |
|----------------|-----------|
| Attendees | \$2,600 |
| Gross Proceeds | \$266,000 |
| Costs | \$149,000 |
| Net Proceeds | \$117,000 |



**Since rebranding to LIVE! in 2022:
Net Revenue has increased by 45%**

2023 Attendance: 68% from outside McKinney

2023 ManeGait LIVE!

McKinney Sponsors & Partners



TRADITION
H O M E S



P A I N T E D T R E E

MCKINNEY TEXAS



Marketing & Promotion Plan

Radio Promotions (\$4,500):

Advertising spots on 97.5 KLAK, KHYI The Range and streaming platforms

Online Promotions (\$6,000):

Website, email, Facebook, Instagram, event calendars

Print Promotions (\$2,000):

Advertisement in community magazines and papers

Signage and Flags (\$3,500):

Feather flags, posters, sign spinner



A circular logo for 'Live at the Gait' featuring a horse silhouette and the text 'ManeGait LIVE AT THE GAIT'. To the right, the text reads 'THANK YOU TO OUR SPONSOR'. Below this is the 'MCDC' logo for McKinney Community Development Corporation.



A large promotional sign for 'Country Fair & Concert' on Saturday, April 29. The sign is divided into sections: 'COUNTRY FAIR' (NOON - 7PM, \$5 per person, kids 2 & under FREE) listing activities like inflatables, carnival games, and food trucks; 'LIVE AT THE GAIT' logo; 'SATURDAY. APRIL 29' with website 'ManeGait.org/LIVE' and address '3160 N CUSTER RD. MCKINNEY'; 'LIVE! CONCERT' (4PM - 8PM, \$25 tickets, kids 2 & under FREE) featuring 'Drake White' and 'Maylee Thomas Band'; and 'SPONSORED BY' logos for New York Life, MCDC, and Tomes Auto Group. It also mentions 'BENEFITING MANEGAIT THERAPEUTIC HORSEMANSHIP' and 'LIVE MUSIC BY: AUSTIN CUNNINGHAM, JADE MARIE PATEK'.



Questions?

Thank you for your time and consideration of this grant.

