



# McKinney Asian Festival 2024

MCDC Grant Presentation 12/21/2023



# Texas Women Society

A non profit 501C women-managed organization in Collin County

Operated by women, focus on women

# McKinney Asian Festival 2024

- **the very first** Asian Festival in McKinney, TX
- Location: Dr. Glenn Mitchell Memorial Park
- Time: March 23<sup>rd</sup>, 2024 from 11:00am- 6:00pm
- It's a **free entry** festival, open to all ages, focus on kids and family
- Festival will be decorated as a very traditional Asian Festival style
- Event includes: Culture performances, various street food stalls, merchants and services from traditional Asian countries
- Activity zoon is covered by scheduled DIY handcrafts, games, and educational Asian workshops



# Decoration Theme-Lantern and Dragon



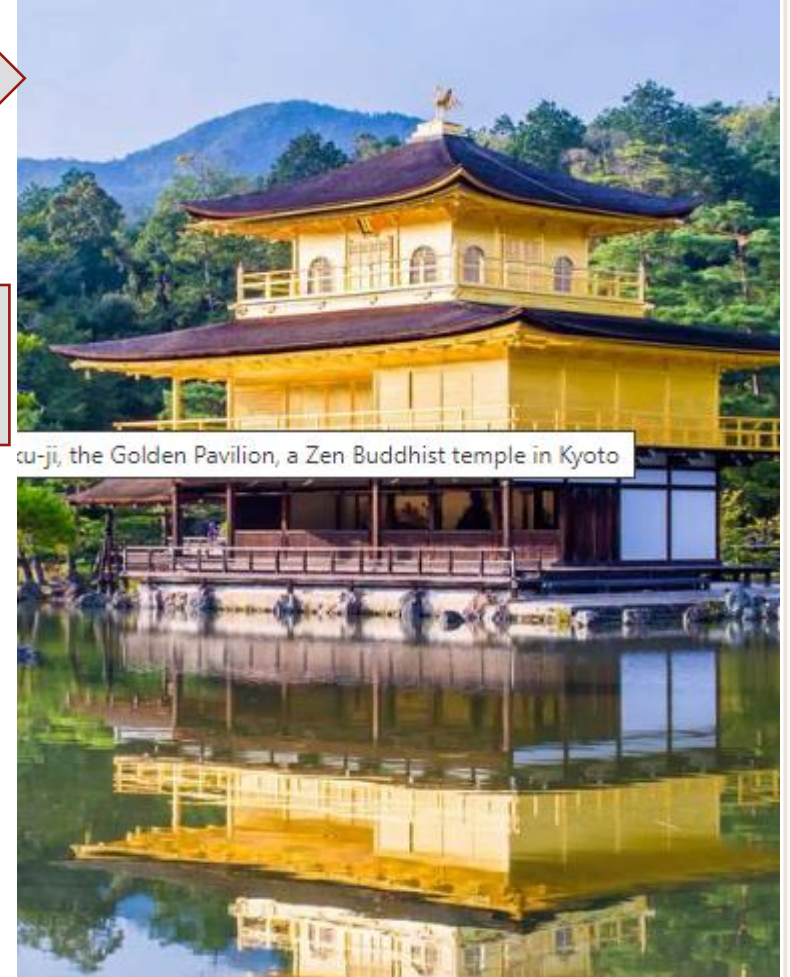
# Objective and Goals



Showcase the beauty of McKinney

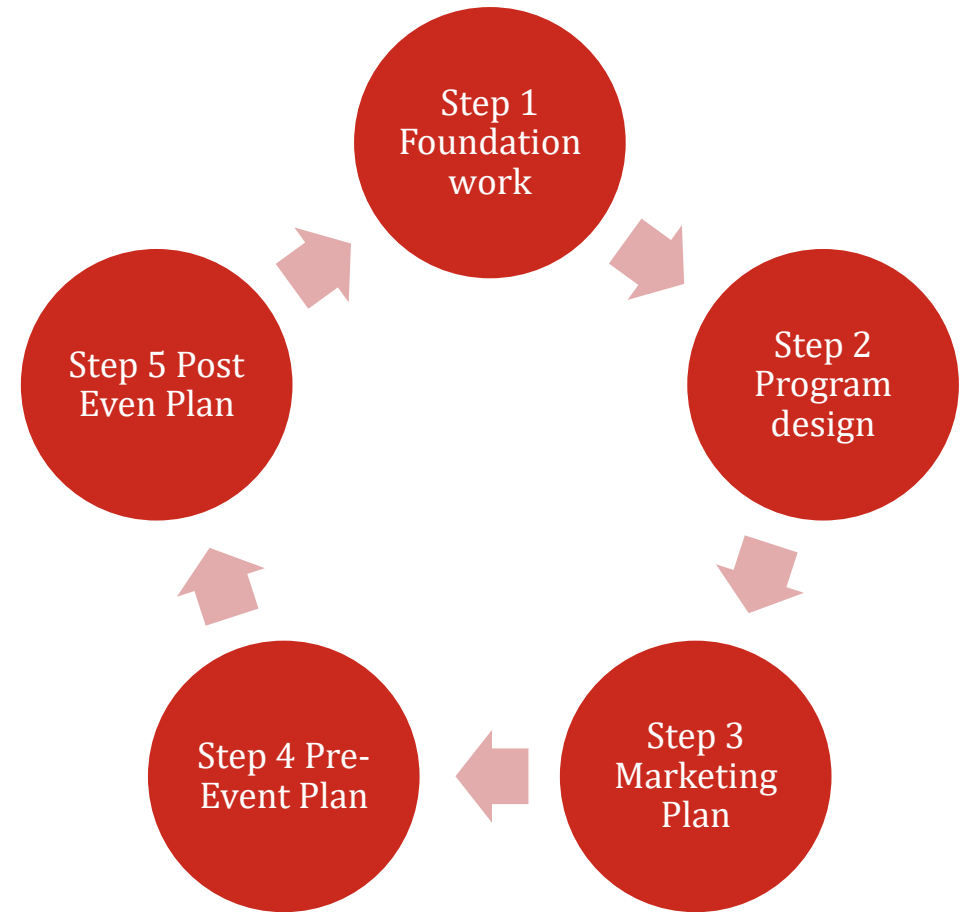
Showcase the cultural heritage of the Asian community

- Build up a partnership between consumers and McKinney local business.
- We hope to make this event an annual event, and/or multi-day event in the future



# How are we going to manage this event

- **Step 1 Foundation Work:** includes Website, Flyer, Event Video, Social Media setup
- **Step 2 Program Design:** covers Performance, Vendor and Sponsorship, Volunteer, Family Activities
- **Step 3, Marketing Plan:** covers Website promotion, Social Media sponsor program, Flyer Distribution
- **Step 4- Pre-event Planning:** covers hosting pre-event plan 2 weeks before the festival
- **Step 5- Post-event Planning:** covers survey, review from Vendors, Performers, Sponsors, and guests



# Our marketing budget

- Traditional: Flyer Handouts
  - Schools
  - Supermarket
  - Local Business
- Social Media: Sponsor promotion
  - Daily promote through channels like Next door, Facebook, Instagram
  - WeChat promotion in Chinese community
  - WhatsApp channel in Indian community
- Through Chamber of Commerce and different country groups

Expense Type	Estimate Cost
Traditional Method	Flyer design, print and distribution: \$8250 Poster for Retail: \$2500 Banner: \$2000 Promotional Flag: \$1750 Promotional items: \$2500 T-shirt: \$2500
Social Media	Design and setup: \$3600 Social Media Boost channel, \$150/day, 45 days=\$6750 WeChat, WhatsApp promotion: \$2500
Chamber of Commerce/ Group Channel	Membership to all Chamber of Commerce and promotion: \$2500 Pre-Event promotion activities: \$2550

# Event funding/budget

Type	Estimate
Funding Goals	<ul style="list-style-type: none"> <li>• Grant Applications: Total \$19500 (MCDC: \$12500 Requested, VisitMcKinney Grant Awarded \$4250, Other \$2750 requested)</li> <li>• Sponsorship goal: \$23550</li> <li>• Personal Donation: \$10000</li> <li>• Vendor Application:\$4400</li> </ul>
Marketing	<p>Printing/Social Media/Pre-post-event Total: \$33500</p>
Event Operation	<p>Event Cost: Trash, TCP, Rental, Toilet, Stage, Police, Security \$12500 Booth tent, table, chairs, generator Rental: \$4200 Performers: \$4000 Decoration: \$3250 Total: \$23950</p>



# Structural Design

1. Foundation Design
2. Flyer, Web, Digital Work Design
3. Activity Design
4. Performance Art Design
5. Festival Program Design
6. Decoration Design



TEXAS WOMEN SOCIETY PRESENTS

# McKinney

# Asian Festival

Cultural food, live performances, fun activities, a lantern walk, and more!



**March 23, 2024**  
11am-6pm  
**FREE ADMISSION**  
**Dr. Glenn Mitchell**  
**Memorial Park**  
300 W Louisiana St  
McKinney, TX 75069



**Join us for the *first-ever* McKinney Asian Festival!**

Interested in becoming a sponsor, vendor, or volunteer? Please contact us at [texasws12@gmail.com](mailto:texasws12@gmail.com)

# McKinney Asian Festival

Big Event Coming March 23, 2024.....

120 Days  
11 Hours  
36 Minutes  
51 Seconds

history. Over the years, Asian culture has spread to every corner of the globe, and McKinney is no exception. While Asians make up 60% of the world's population, presently just 11% with traditional Asian attire, and family-friendly, hands-on activities with prizes. The highlight of the event will be on stage performances by groups coming from different Asian backgrounds. For more information, visit [www.mckinneyasianfestival.org](http://www.mckinneyasianfestival.org).

## Vendors



Register by Nov 30th to take advantage on our earlybird discount

## Performance



Enjoy the Asian Music, dance, art performance

## Sponsorship



Help us to make the very first McKinney Asian Festival success

## Volunteer



Help us bring the world to McKinney, and get community service hours

## Event Date

March 23rd, 2024

## Location:

Dr. Glenn Mitchell Memorial Park  
300W Louisiana St  
McKinney, TX 75069

## Activities

-Food Corner  
-Fine Art  
-Martial Arts Performance  
-Music from Many Cultures  
-Photo Booth

-Asian Cultural Booths and  
-Fashion Show and  
-Lantern DIY  
-Lantern Walk

## Group hotel discount

Our very special discounted hotel rate for out-of-town guests, vendors or performers. Check out the special rate we got from Sheraton McKinney and Grand Hotel

# Our Website

We will start an online registration for guests RSVP the event and get a promotional gift when they arrive the event.

Vendor, Volunteer, Sponsorship, Performers can fill out form through our online application

Guests, Vendors, Performers can get discounted hotel rate through our blocked hotel channel