



The Girl Cave

2023 "STAYCAVE" - MCKINNEY EDITION
THE UNRIVALED STAYCAY FOR WOMEN

The Girl Cave

THE Girl Cave EVENT

Sat. Feb. 29th
11 am - 4 pm

Valley House Gallery
& Sculpture Garden



Join Us!

Experiences (Beauty, Fashion, Wellness...all things women LOVE)
the Beauty Influencer Panel Discussion
Activity with Influential DFW Women
Experience & Tour of Sculpture Garden
Interactive Scavenger Hunt
Lunch Party of thegircave.life
Exclusive Shopping
Beauty Photo in the Garden
Swag Bag
And more..



BEAUTY BAR CRAWL + WINE TASTING

Saturday, May 4th, 11 AM - 4 PM
La Cave Warehouse in the Design District

La Cave

WAREHOUSE
Est. 1977

No Ordinary Beauty Event...

We invite you to come shop and play at our highly curated marketplace bringing you the latest in beauty, makeup, fashion, haircare and skincare from the best female-founded brands.

Beauty bar meets private beauty
trunk show meets beauty inner circle

Preregistration: \$27

At Door: \$37

Saturday, February 2nd
11 AM - 4 PM

THE Girl Cave EVENT



The Girl Cave

Local

Women

Sense of
Community

MEETS

Immersive

Purpose-Driven

Unforgettable

The Girl Cave

CITY OF MCKINNEY **APPEAL IS HERE TO STAY**



The Girl Cave

MCKINNEY...THE GIRL CAVE...TOURISM ALL BUILDING MOMENTUM

COMMUNITY FIRST

Brand purpose that supports women-owned businesses while then supporting the livelihood of women as a whole.

TRANSFORMATION TRAVEL

Transformation travel is a recent tourism trend that has become very popular. This type of trend is more than just traveling for pleasure, but aims to make a difference in people's life.

EXPERIENCE TOURISM

More people are interested in having a once-in-a-lifetime experience. Many travelers are getting tired of vacations in hot spots, and they are seeking better experiences in every place they wish to travel. They are looking for reputable brands which allow them to mingle easily with locals.

STAYCAYS ARE HERE TO STAY

Since the pandemic, staycations have experienced more and more popularity as an alternative to globetrotting, offering a greater appreciation for home towns and cities, less required planning, and lower budget requirements.

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THE EVENT MAIN "STAYS"

The Crawl

Interactive, Pop-Up Experiences facilitated through a curated shopping journey.

The Happenings

Immersive activities to build community and raise awareness of attractions within the city.

The Community | The Hope

We have engaged thousands of women across the DFW metroplex. The Girl Cave is definitely adding dimension to women's events socially.

The Stay

The quintessential weekend of experiences curated and powered by women-owned businesses. A weekend to get away from it all... with girlfriends!



The Girl Cave

MULTICHANNEL MARKETING PROGRAM

EMAIL MARKETING

POP UP ACTIVATIONS

SOCIAL MEDIA ADS

PRINT MEDIA

MEDIA RELATIONS

OUTDOOR SIGNAGE

WORD OF MOUTH

POS COLLATERAL

COMMUNITY APP

STRATEGIC ALLIANCES

TENTATIVE EVENT ITINERARY

Friday, Feb 24th

Hotel Check-In

Opening Happy Hour & Registration

Immersive Game and Dinner

Saturday, Feb 25th

Prescheduled Spa Packages throughout the day

Morning Coffee Social

Fashion Concert & Brunch

Shopping Crawl & Scavenger Hunt

Wine Tasting

Immersive Dinner

Fireside Chat

Sunday, Feb 26th

Hotel Checkout

Sunday Brunch

Talk Show