



Grant Request:

\$12,500 to support promotional activities for the

ManeGait LIVE - Country Fair and Concert

Saturday, April 26, 2025



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

Location - TUPPS



TUPPS was an incredible partner, providing the perfect alternative setting for ManeGait LIVE! - Country Fair & Concert.

We are grateful they have agreed to partner with us again this year!

BENEFITING MANEGAIT



SATURDAY
APRIL 27

TUPPS BREWERY
NEW TUPPS BREWERY
402 E LOUISIANA ST.
MCKINNEY, TX



TICKETS: ManeGait.org/LIVE



Country Fair & CONCERT

Country Fair

NOON - 7PM
Free Admission

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



THE WOODSMEN - 12 PM
DUSTIN PERKINS BAND - 1:15 PM
MAYLEE THOMAS BAND - 2:45 PM

Live! CONCERT

4PM - 9PM
Tickets start at \$35

RANDALL KING
7 PM

BILLIE JO JONES - 4 PM
THE BUFFALO RUCKUS - 5:30 PM

\$150 VIP TICKETS
premier seating & complimentary
appetizers, sodas, beer, & wine

OUR GENEROUS SPONSORS

Event Schedule

Open from 12 PM – 6 PM

FREE to the Public

- Inflatables
- Carnival games
- Axe throwing
- Petting Zoo
- Crafts
- Face painting
- Food Trucks
- TUPPS Food & Craft Beers
- ALL DAY LIVE! entertainment from the McKinney Community Stage & the TUPPS Outdoor Stage sponsored by The Love Life Foundation



Event Budget Goals

	2025 GOAL
Attendees (Tickets Sales)	\$0
Gross Proceeds	\$210,500
Costs	\$71,500
Net Proceeds	\$139,000



Attendance: 70% from outside McKinney
(based on previous years' ticket sales)

2024 ManeGait LIVE!

McKinney Sponsors & Partners



TRADITION
HOMES



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, KHYY The Range and streaming platforms such as Spotify and Amazon Music

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 banner with a sunburst background. On the left is a circular logo for 'Live at the Gait' featuring a horse head and the text 'ManeGait LIVE AT THE GAIT'. To the right of the logo, the text reads 'THANK YOU TO OUR SPONSOR'. Below this, the logo for 'MCDCC' (McKinney Community Development Corporation) is displayed.

A vertical banner for 'Country Fair'. At the top, it says 'Country Fair' in a script font. Below that, it lists 'NOON - 7PM' and 'Free Admission'. A list of activities follows: INFLATABLES, CARNIVAL GAMES, PETTING ZOO, FACE PAINTING, AXE THROWING, CLIMBING WALL, CRAFT CORNER, FOOD TRUCKS, and BEER & WINE GARDEN.

An event poster for 'Live at the Gait'. It features the 'Live at the Gait' logo in a circle. Text includes 'SATURDAY APRIL 27', 'NEW TUPPS BREWERY 402 E Louisiana St McKinney TX', and 'ManeGait.org/LIVE'. The main title is 'Country Fair & CONCERT' and it says 'BENEFITING MANEGAIT'. At the bottom, it lists sponsors: 'NEW YORK LIFE Dallas Fort Worth General Office', 'TOMES AUTO GROUP', and 'MCDCC MCKINNEY COMMUNITY DEVELOPMENT CORPORATION'.

A vertical poster for a 'Live! CONCERT'. It features a photo of a man in a cowboy hat, identified as 'RANDALL KING'. Text includes '4 PM - 9 PM', 'Tickets start at \$35', and 'FEATURING RANDALL KING with BILLIE JO JONES & THE BUFFALO RUCKUS'. At the bottom, it says 'VIP Experience & Happy Hour'.



Questions?

Thank you for your time and consideration of this grant.

