



SBG
Hospitality



LIVE MUSIC AND WINE TASTING IN MCKINNEY

The McKinney Wine and Music Festival is back for its 5th year and this year we're planning on it being our best and biggest year yet.

McKinney residents and visitors are invited to experience live music and wine tasting at Towne Lake Park in McKinney, TX over a 2 day weekend- October 16th and 17th!



The 5th Annual festival is expecting to more than double its attendance in 2021 by doubling its footprint and extending the events hours to a two day event!

We expect to see 10,000 attendees over the two day event compared to the 5,000 we saw in 2019. The event will promote for visitors to stay in McKinney and to take in all the city has to offer while they're here!



In addition to bringing tourism to McKinney our goals are to create a fun experience for residents that increase their quality of life and showcase McKinney as a unique destination AND a music friendly destination! The festival will feature over 30 local and national wineries and will be tripling its music in 2021 with the addition of a 2nd music stage and local musicians playing in tents around the festival!



2021 EVENTS ARE COMING BACK IN A BIG WAY!!

While this is a for profit event the event does gives back to local non-profits!

The Warriors Keep and Love Life are our 2 non profit partners! In 2019 the event donated a total of \$5,000 and this year our goal is \$8,000.

Love life receives \$1 from every pass sold and The Warriors Keep receives \$3 per vip pass sold and 100% of proceeds from grape stomping competitions!



We will measure the events success based on our attendance. Our success will also be dependant on feedback from attendees and the 80+ local businesses that will be participating at the event! We want to hear that our local businesses had a spectacular day with selling their products and promoting their brands and engaging with the community!



THE EXPERIENCE...FUN IN MCKINNEY!!



Attendees can attend and enjoy the live music and other activities for free! Participants wanting to enjoy wine at the event can purchase a wine pass for \$35.



Towne Lake Park will offer the perfect setting for the festival! Event festivities include two stages with nonstop live music, music at tents throughout the festival, local businesses and vendors, grape stomping contest, culinary demos, photo props and much more!

Here's a quick video from the 2019 festivities:





HOW THE GRANT WILL BE SPENT:

To capture the attendance and to promote the event successfully we need a \$20,000 marketing budget. Our hope is to receive a \$15k grant from MCDC to help achieve our advertising goals. SBG Hospitality has the \$5k budget to cover the remaining marketing expenses.

Our marketing plan for the grant includes:

- An impactful social media campaign with paid ads and organic posting (\$4,500)
- Digital advertising to target those who visit our web pages (\$3,000)
- PR assistance (this will be used to get our events on TV, in a 3rd party email database and in 50+ local calendars) (\$500)
- DFW Social Media Influencers (\$1,500)
- Event Flyers (\$100)
- Local Print Ads (Community Impact Magazine) (\$1,500)
- Local Radio (\$2,500)
- Upwork to create ads and marketing materials, website update (\$1,800)

Thank you for your consideration! The \$15,000 to put towards advertising the event would be instrumental in the events success! We would greatly appreciate a partnership with MCDC on this impactful and fun community event in McKinney, TX!