

## Supplemental Information - Coffey Anderson CAG Application

1. Please provide TABC and/or other permit fees.

TABC permit fee is \$250.00. Tarrant county permit fees will be increasing on August 1st.

2. Photographer/videographer: please provide information regarding their responsibility at the event.

Photographer and Videographer is for the event. We want to be able to document the event for future marketing as this is intended to be an annual event.

3. We will need you to provide a marketing plan in greater detail. Please do not forget that grant recipients are required to promote the Historic Downtown Mansfield program in all of your promotional activities.

The Freedom Fest Administration will be promoting the Downtown Historic Mansfield Area heavily. This will include but not limited to: Magazine Ads, Billboard Ads along I-35 headed towards Austin, Coffey Anderson will be providing Social Media commercials for each sponsor of the event for them to use on their social media platforms, Posters will be placed in businesses within a 20 mile radius (Burleson, Midlothian, Grand Prairie, Arlington, Venus, Rendon, Fort Worth, etc., We will be reaching out to our local newspapers, podcast etc. We will be working with our local downtown businesses and associations and helping to promote them alongside the event.

Marketing timeline:

1. Pre-event- Pre-event Page, Social Media Advertisements, Blog Post and Partner outreach.
  2. Event Launch - Launch email Campaign, Press releases, blog and social media, Partnerships.
  3. Day-to-day- Regular emails, social media and blogging, leadership and guest post, Paid Promotions
  4. Last Call- Final Email Blast, Social Media and Blogging.
- Attendee referrals, Text blast, and INFLUENCER OUTREACH.

4. The City Council may or may not require your group to match a certain percentage of the overall budget to grant funds. Please include any information whether it's funding, in-kind materials, etc that your group is contributing to hosting this event.

Coffey Anderson will be giving his time to create facebook commercials for the businesses/individuals that choose to help sponsor the event and we are working to get as many sponsors as possible. As of this time, we have acquired sponsors in the amount of \$30,500.

5. Describe your financial goals for this event and identify steps used to achieve these goals.

We are asking for help to allow this festival to be successful and help kick off our 1st year. Our administration will be working hard to acquire local businesses/individuals to help sponsor this event in hopes that next year we will not need as much help as this year. Klein Tools has graciously agreed to be our title sponsor for 2021 as well as a few others we have already acquired (this is huge for our downtown area). We aspire for this event to be a yearly event that surpasses the attendance of our wonderful Pickle Parade.

6. Describe the in-kind contribution opportunities you will provide to Historic Downtown Mansfield.

We would give 20 VIP tickets to raffle and 20 t-shirts ( value \$2,400)  
In addition to the VIP tickets we will place the Historic Downtown logo on ALL printed material. (Value \$5,000)

8. Please outline your fundraising strategy(ies) for this event.

Our fundraising will come from Sponsorships, Vendor Booths, Food Vendors and beer sales.

We are working diligently to acquire sponsorships for our event.

1. Title Sponsor 25,000 - Klein Tools
2. 10, 000 level
3. 5,000 level
4. 2, 500 level

Fundraising

Vendor Booths \$250 (48)

Food Vendor \$350 (15)

T-Shirt Sells at the event

Beer/wine Sells at the event

9. Please explain what the line item for Equipment \$19,000 includes.

Equipment cost: Generators/lighting for attendees/Cooler for Ice, etc.

10. Did the police provide you with a security plan, and will there be any associated costs for security?

Applicant met with police department to create a security plan. There are going to be approximately 50 officers on roofs and ground. Police explained the barricades and where officers will be stationed in regards to that. No cost was mentioned to the Applicant.

11. On your budget you have revenue from t-shirts listed as \$79,000. Was this supposed to be \$7,900?

Yes, that is a mistake. \$7,900 is the amount.

12. Beer/Wine: Are you selling drinks at alcohol tents that you will manage? Or will you be hiring mobile drink vendors (like food trucks but for alcohol)?

We are selling beer/wine and Coffey Global is taking care of this, we did not include an expense or income, but can provide the information if it is needed.

Permission from Private Property Owners:

- Teixeira Property Management LLC, 202 N. Main St, 205 Smith St.
- Keziah Farrar/Rock Sheep Property Management, 105 E. Oak St., 139 N. Main St.
- Jalisco's, 102 W. Oak St.