



Birthday Bash Event Summary (Mckinney)

October 27, 2018

Summary: The 2018 Birthday Bash was a great success with great attendance. We had advertising through social media, newspapers, and radio by way of KLAQ FM. There were 518 who attended this event. We spent \$525.00 for advertising for KLAQ FM for a total of 30 (30 second commercials) between October 22-27th and 45 streaming commercials. Plus, there was National Breast Cancer awareness special from Star Local Media with a 60,000 distribution. We spent \$547 on Star Local Media that included ads in the McKinney Gazette and Allen American on the dates October 18 and October 21. Through print and Facebook advertising we were able to gain interest in our Costume Contest, food, and other activities. I went to local businesses to obtain giveaways for the Costume Contest which included games cards, free admissions, and meals for two from the following places: (Fuddruckers, Kid Mania, Mom and Popcorn, Cinemark, and Patina Green) The total number for attendance at the event was 518.

ReStore Sales and Customer Information:

Birthday Bash numbers compared to other Saturdays surrounding event.

<u>2018 Saturday Numbers</u>	<u>Number of Purchases</u>	<u>Sales Total</u>	<u>Notes</u>
2018			
Week #3 10/27 – Birthday Bash	450	Around \$6,000	Advertising through Print Radio Ads & Social Media
2017			
Last Year 10/28 – Birthday Bash	734	\$10,403	Advertised through billboards, print, live broadcast from WAY FM, newspaper, and social media

Alpha Media USA

Radio Ads 97.5 KLAQ / 93.1 KMKT / 102.5 KMAD

Salesperson(s): SHARON SESSOMS
Terms: NET 30 DAYS

Day	Date	Time	Ln	Length	Product	ISCI	Rate
MON	10/22/18	05:17a	3	30	HABITAT RESTORE BIRTHDAY	Birthday Bash	\$0.00
MON	10/22/18	05:38a	3	30	HABITAT RESTORE BIRTHDAY	Birthday Bash	\$0.00
MON	10/22/18	05:53a	2	30	HABITAT RESTORE BIRTHDAY	Birthday Bash	\$7.00
MON	10/22/18	09:23a	3	30	HABITAT RESTORE BIRTHDAY	Birthday Bash	\$0.00
MON	10/22/18	09:38a	2	30	HABITAT RESTORE BIRTHDAY	Birthday Bash	\$7.00
MON	10/22/18	10:48a	2	30	HABITAT RESTORE BIRTHDAY	Birthday Bash	\$7.00
MON	10/22/18	11:41a	3	30	HABITAT RESTORE BIRTHDAY	Birthday Bash	\$0.00
MON	10/22/18	02:20p	1	30	HABITAT RESTORE BIRTHDAY	Birthday Bash	\$25.00
MON	10/22/18	02:36p	3	30	HABITAT RESTORE BIRTHDAY	Birthday Bash	\$0.00
MON	10/22/18	03:39p	1	30	HABITAT RESTORE BIRTHDAY	Birthday Bash	\$25.00
MON	10/22/18	03:55p	3	30	HABITAT RESTORE BIRTHDAY	Birthday Bash	\$0.00
MON	10/22/18	06:39p	1	30	HABITAT RESTORE BIRTHDAY	Birthday Bash	\$25.00
TUE	10/23/18	05:40a	2	30	HABITAT RESTORE BIRTHDAY	Birthday Bash	\$7.00
TUE	10/23/18	05:58a	3	30	HABITAT RESTORE BIRTHDAY	Birthday Bash	\$0.00
TUE	10/23/18	09:37a	1	30	HABITAT RESTORE BIRTHDAY	Birthday Bash	\$25.00
TUE	10/23/18	12:37p	1	30	HABITAT RESTORE BIRTHDAY	Birthday Bash	\$25.00
TUE	10/23/18	02:23p	2	30	HABITAT RESTORE BIRTHDAY	Birthday Bash	\$7.00
TUE	10/23/18	02:40p	2	30	HABITAT RESTORE BIRTHDAY	Birthday Bash	\$7.00
TUE	10/23/18	03:21p	3	30	HABITAT RESTORE BIRTHDAY	Birthday Bash	\$0.00
TUE	10/23/18	03:43p	3	30	HABITAT RESTORE BIRTHDAY	Birthday Bash	\$0.00
TUE	10/23/18	05:40p	1	30	HABITAT RESTORE BIRTHDAY	Birthday Bash	\$25.00
TUE	10/23/18	06:50p	3	30	HABITAT RESTORE BIRTHDAY	Birthday Bash	\$0.00
TUE	10/23/18	09:20p	3	30	HABITAT RESTORE BIRTHDAY	Birthday Bash	\$0.00
TUE	10/23/18	11:00p	3	30	HABITAT RESTORE BIRTHDAY	Birthday Bash	\$0.00
WED	10/24/18	09:25a	1	30	HABITAT RESTORE BIRTHDAY	Birthday Bash	\$25.00
WED	10/24/18	01:38p	1	30	HABITAT RESTORE BIRTHDAY	Birthday Bash	\$25.00
WED	10/24/18	07:19p	1	30	HABITAT RESTORE BIRTHDAY	Birthday Bash	\$25.00
WED	10/24/18	07:34p	2	30	HABITAT RESTORE BIRTHDAY	Birthday Bash	\$7.00
WED	10/24/18	08:03p	2	30	HABITAT RESTORE BIRTHDAY	Birthday Bash	\$7.00
WED	10/24/18	11:03p	2	30	HABITAT RESTORE BIRTHDAY	Birthday Bash	\$7.00
THU	10/25/18	05:17a	3	30	HABITAT RESTORE BIRTHDAY	Birthday Bash	\$0.00
THU	10/25/18	05:35a	2	30	HABITAT RESTORE BIRTHDAY	Birthday Bash	\$7.00
THU	10/25/18	05:53a	1	30	HABITAT RESTORE BIRTHDAY	Birthday Bash	\$25.00

INVOICE

Invoice #: CC-1181013406
Invoice Date: 10/31/2018
Contract #: 112993
Page: 2
Net Amount Due: \$525.00

Day	Date	Time	Ln	Length	Product	ISCI	Rate
THU	10/25/18	09:02a	3	30	HABITAT RESTORE BIRTHDAY	Birthday Bash	\$0.00
THU	10/25/18	10:49a	1	30	HABITAT RESTORE BIRTHDAY	Birthday Bash	\$25.00
THU	10/25/18	11:24a	3	30	HABITAT RESTORE BIRTHDAY	Birthday Bash	\$0.00
THU	10/25/18	12:49p	3	30	HABITAT RESTORE BIRTHDAY	Birthday Bash	\$0.00
THU	10/25/18	03:22p	2	30	HABITAT RESTORE BIRTHDAY	Birthday Bash	\$7.00
THU	10/25/18	04:38p	1	30	HABITAT RESTORE BIRTHDAY	Birthday Bash	\$25.00
THU	10/25/18	06:51p	2	30	HABITAT RESTORE BIRTHDAY	Birthday Bash	\$7.00
THU	10/25/18	07:20p	3	30	HABITAT RESTORE BIRTHDAY	Birthday Bash	\$0.00
THU	10/25/18	07:33p	3	30	HABITAT RESTORE BIRTHDAY	Birthday Bash	\$0.00
THU	10/25/18	08:00p	3	30	HABITAT RESTORE BIRTHDAY	Birthday Bash	\$0.00
THU	10/25/18	09:02p	3	30	HABITAT RESTORE BIRTHDAY	Birthday Bash	\$0.00
THU	10/25/18	09:46p	3	30	HABITAT RESTORE BIRTHDAY	Birthday Bash	\$0.00
THU	10/25/18	11:01p	3	30	HABITAT RESTORE BIRTHDAY	Birthday Bash	\$0.00
FRI	10/26/18	05:52a	2	30	HABITAT RESTORE BIRTHDAY	Birthday Bash	\$7.00
FRI	10/26/18	06:22a	1	30	HABITAT RESTORE BIRTHDAY	Birthday Bash	\$25.00
FRI	10/26/18	07:19a	1	30	HABITAT RESTORE BIRTHDAY	Birthday Bash	\$25.00
FRI	10/26/18	08:56a	3	30	HABITAT RESTORE BIRTHDAY	Birthday Bash	\$0.00
FRI	10/26/18	09:48a	3	30	HABITAT RESTORE BIRTHDAY	Birthday Bash	\$0.00
FRI	10/26/18	10:38a	3	30	HABITAT RESTORE BIRTHDAY	Birthday Bash	\$0.00
FRI	10/26/18	11:37a	2	30	HABITAT RESTORE BIRTHDAY	Birthday Bash	\$7.00
FRI	10/26/18	12:00p	3	30	HABITAT RESTORE BIRTHDAY	Birthday Bash	\$0.00
FRI	10/26/18	12:50p	3	30	HABITAT RESTORE BIRTHDAY	Birthday Bash	\$0.00
FRI	10/26/18	01:22p	3	30	HABITAT RESTORE BIRTHDAY	Birthday Bash	\$0.00
FRI	10/26/18	01:47p	2	30	HABITAT RESTORE BIRTHDAY	Birthday Bash	\$7.00
FRI	10/26/18	02:40p	1	30	HABITAT RESTORE BIRTHDAY	Birthday Bash	\$25.00
FRI	10/26/18	02:52p	3	30	HABITAT RESTORE BIRTHDAY	Birthday Bash	\$0.00
FRI	10/26/18	11:00p	3	30	HABITAT RESTORE BIRTHDAY	Birthday Bash	\$0.00

Date	Ln	Ordered Ln Dates	Quantity	Rate	Amount	Line Remark
10/26/18	1	10/22/18 - 10/26/18	45 @	\$1.00	\$45.00	STREAMING - HABITAT RESTORE

Inventory Type: STREAMING CAMPAIGN WEEKLY

Spot Totals

Total Spots: 80
Gross Amount: \$480.00
Agency Commission: \$0.00
Net Amount: \$480.00

Alt Revenue Totals

Gross Amount: \$45.00
Agency Commission: \$0.00
Net Amount: \$45.00



Advertising Methods for 2018 Birthday Bash

Habitat for Humanity
Collin County

ReStore

Music & Food
Costume Contest
Haunted Cave
Home Depot Kids Workshop
and more...

Saturday, October 27th
10am - 2pm

BIRTHDAY BASH & MONSTER MASH!

Costume Contest starts at 11:00am

FREE EVENT

2060 Couch Dr. McKinney, Texas 75069

Habitat for Humanity
Collin County

ReStore

You're Invited!

BIRTHDAY BASH & MONSTER MASH!

Saturday, October 27th, 2018
10 AM - 2 PM

FREE EVENT!

KIDS COSTUME CONTEST,
FACE PAINTING,
HAUNTED CAVE, GAMES, MUSIC
GREAT FOOD
- ALL FREE!
PLUS KIDS WORKSHOP

2060 Couch Dr.
McKinney, TX 75069

McKinneyReStore.com

ORDER PROOF

HERE'S WHAT WE SYNTHESIZED
IN THE LAB FOR YOU...

THE PRINT LAB

Digital proofs are electronic
representations of your artwork to be
printed. Please review these proofs, input
any corrections, and approve. Color may not
be accurate in digital proofs. If you need
print samples for your artwork, they
can be requested for an additional fee.

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approval proofs that contain errors. Any
errors due to service with approved
proofs will be at the cost of the
customer.

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without explicit permission from the
print lab.

4000 N. McKinney St.
McKinney, Texas 75069

972-548-8888

For questions, please contact
your sales representative at
info@thepprintlab.com
or call us at
contact@thepprintlab.com

BIRTHDAY BASH & MONSTER MASH!

SCHEDULE OF EVENTS

10:00 am - 2:00 pm ■ Home Depot Kids Workshop
10:00 am - 1:30 pm ■ Face Painting & Balloon Art
11:00 am - 12:00 pm ■ Costume Contest
11:00 am - 2:00 pm ■ Hot Dogs & Chips (While Supplies Last)
Various Times ■ Photo Booth

ReStore
McKinney

HABITAT FOR HUMANITY COLLIN COUNTY

BIRTHDAY BASH & MONSTER MASH!

EAT, DRINK AND
BE SCARY!

Activities Vary at Each Location

October 27, 2018

McKinney ReStore
2060 Couch Dr. - McKinney, Texas 75069

Plano ReStore
2060 W. Spring Creek Pkwy., Ste 402 - Plano, Texas 75023

Kids Costume Contest, Home Depot Workshop, Face Painting, Balloons, Music, and Great Food

AD PROOF is returned in quality to be used as a reference. Quality issues (e.g., blurry, colors, etc.) are not the responsibility of the printer. The printer is not responsible for any printed errors after approval is given. Additional proofing regarding design or copy changes may result in extra charges.

Ad Pages

Approved Signatures: _____ Date: _____ Corporate Fax: 972-598-1883

QUARTER PAGE
1000 x 1000 pixels

Habitat for Humanity
Collin County

ReStore

BIRTHDAY BASH & MONSTER MASH!

SATURDAY, OCTOBER 27, 2018
10AM - 2PM

FREE EVENT!

Costume Contest, Face Painting, Games, Music, Great Food - All Free!

20% OFF

on all purchases over \$25

Call us for donation pick-up: 214-598-0090

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Collin County

ReStore

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10AM - 2PM

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20% OFF

on all purchases over \$25

Call us for donation pick-up: 214-598-0090

Two locations! Better together!

Habitat for Humanity
Collin County

ReStore

Shop | Donate | Volunteer

Donate your gently used items
today & help end poverty housing!

Call or Text for a FREE
scheduled pick-up (214) 598-0090

BIRTHDAY BASH & MONSTER MASH!

SATURDAY, OCTOBER 27TH
10AM - 2PM Both Locations

FREE EVENT!

20% One Regularly Priced Item OFF

valid at ReStore - McKinney & Plano
One coupon per person per month. No
redemptions accepted. Not good on special orders.
20% OFF

2060 Couch Dr.
McKinney 75069
Tues-Sat 9am-6pm
www.McKinneyReStore.com

2060 W. Spring Creek Pkwy #402
Plano, TX 75023
Tues-Sat 9am-6pm
www.PlanoReStore.com