



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			Advertising through Print Radio Ads & Social Media
Week #3 10/27 – Birthday Bash	450	Around \$6,000	
2017			Advertised through billboards, print, live broadcast from WAY FM, newspaper, and social media
Last Year 10/28 – Birthday Bash	734	\$10,403	

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		Alt Revenue Totals	
Total Spots:	60	Gross Amount:	\$45.00
Gross Amount:	\$480.00	Agency Commission:	\$0.00
Agency Commission:	\$0.00	Net Amount:	\$45.00
Net Amount:	\$480.00		



Advertising Methods for 2018 Birthday Bash



Habitat for Humanity
Caldwell 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

 **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





 **Habitat for Humanity**
Collie County

ReStore

2060 Couch Dr.
McKinney, TX 75069

McKinneyReStore.com

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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 To reduce in quality to be email compatible, making some images appear blurry. Colors displayed here will not match the true product exactly. **VERIFY YOUR INFORMATION IS CORRECT.** Include any changes and return this proof promptly. Ad Proof is not responsible for any printed errors after approval. Advertisers provide layout design or capture images as needed in extra charges.

Ad Pages
Savannah, Maryland
www.AdPages.com
702.424.1980 / 866.424.1980

☐ Approved, no changes ☐ Approved, with noted changes **AD PREPARED BY:** NAL, NAL & NAL TV, 800.914.4646

Approval Signature: _____ **Date:** _____ **Corporate Fax:** 702.508-1983 **QUARTER PAGE:** 866.875.0646

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Collin County
Habitat for Humanity[®]

ReStore

BIRCHDALE BRICK & MONSTER MASH

**OCTOBER 27, 2016
10AM-2PM**

FREE EVENT

DONOR-CHOOSE, BUYER-CHOOSE
GIVE, TAKE, SELL, DONATE, REUSE
10% OFF ALL PURCHASES

**20% OFF
ALL DONATED ITEMS**

1311 W. 15th St., Suite 100, Irving, TX 76038
972-255-1111

Two locations! Better together!

Habitat for Humanity®
Collins 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

YOU'RE INVITED!

BIRTHDAY BASH & MONSTER MASH

SATURDAY, OCTOBER 27TH

10AM-2PM Both Locations

FREE EVENT!

20% Off One Regularly Priced Item valid at ReStore - McKinney & Plano

One coupon per person per month, no reproductions accepted. Not good on special orders. Exp. 10/31/18

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