



Marketing Grant Proposal

Presenting May 10th
City of Tomball
Council Chambers
401 W. Market Street
Tomball, TX 77375

PREPARED FOR:

Tomball Economic Development Corporation
29201 Quinn Rd B, Tomball, TX 77375
(281) 401-4086

PREPARED BY:

Meagan Morris
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Recipient / Grantee Details

To whom it may concern;

Thank you for reviewing and considering this Marketing Grant Proposal.

We are Sip Hip Hooray and our company was founded in 2011. We are one of the top design and printing companies for custom wedding goods in the United States and are proud to have opened a Gift, Home and Party geared store front right here in Tomball in June of 2021.



In this proposal, you'll learn more information about Sip Hip Hooray, our goals, objectives, mission and vision and the details of how this grant could serve many small businesses right here in Old Town Downtown Tomball, Texas.

I am honored to have the opportunity to submit this request and look forward to working together!

Sincerely,

Meagan Adair Morris
Owner + Creative Director
Sip Hip Hooray

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ABOUT SIP HIP HOORAY

At Sip Hip Hooray we offer an incredible selection of personalized party favors, custom artwork, luxe invitations and stationery, curated home goods, and more. Adding creative touches to the most important and memorable events in your life is our greatest passion! Some of our Specialty Products and Services include Personalized Party Favors, Monogram and Logo Design, Hand Drawn Portraits, Custom Watercolor, Full-Service Printing and Packaging. All of our design and printing is done in the USA and we proudly employ a team of 5 in house artists and a full support staff at our corporate office, also located in Tomball.

Sip Hip Hooray has been featured in print in publications like Bride Magazine, Buzzfeed, Martha Stewart Weddings, Style Me Pretty, House Beautiful and more!

In 2020, when a pivot was necessary as we are an event based business, Sip Hip Hooray launched a wholesale line of fun, non-customized, party goods. Within 18 months the product line was being sold in over 1,040 retailers nationwide. A few examples can be seen below.



ABOUT THE FOUNDER

Meagan is a Tomball High School graduate, class of 2007. She began her career after doing corporate party planning and marketing and noticed a definite need for couture-designed, quality invitations and party goods. After that, a few brave friends commissioned her to design and print invitations for their weddings, and later that year, at their urging, she officially opened Sip Hip Hooray in 2011.

Her favorite part of her work is helping others' dreams become reality, be it in party printing or a perfect letter-pressed business card.

Today, Meagan lives in Tomball with her husband, and business partner, Luke, and their two sons, Maverick (5) and Stratton (4).

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Grant Request Background

When Sip Hip Hooray began talks about a store front in Tomball I began getting more involved in town to see what the potential was for our business model was here. I started attending Chamber meetings and events, meeting with other business owners and really exploring town. The one thing that I kept hearing over and over was talk about needing a Shop and Stroll of some form or fashion.

We opened in June and were approached by another business owner to do a “Back To School Moms Night Out” in August of 2021. We agreed to participate and really enjoyed it, and it was successful, but knew that there needed to be more organized marketing behind it to really reach, what I know to be, great potential. In October of 2021 Sip Hip Hooray headed up the “Halloween Party” Sip and Stroll. We provided digital marketing images to any store that wanted to participate, ran and paid for paid ads through social media, printed posters and postcards with shopping maps, and covered all costs associated to see how it would go. After the event we got amazing feedback from the other stores and started planning for the next.

In December of 2021 we hosted our second, the “Sip, Stroll and Shop” event for Christmas. This time we asked stores to contribute \$35 to cover custom party cups with all stores names listed, 2 Posters for their windows, postcards to pass out prior to and the day of the event, and \$500 in paid ad spend. This event was another huge success and the stores were all very encouraging of keeping this going. Since Christmas we have hosted two more events, Galentines and St. Patricks Day, both trending up on digital engagement and foot traffic every time.

We average 26-30 stores for each event and on St. Patrick’s Day we were able to include 13 different food and beverage establishments in Tomball with a passport program. Each store had a different shaped stamp and every attendee was given a passport to stamp at the stops they made along the way. After 5 stamps on their postcard they were able to redeem for an offer at any of the participating location. I was told be a few locations that they had close to German Fest numbers with Fire Ant Brewery having over 300 cards turned in just there alone. I spoke with some stores in regards to revenue and it wasn’t uncommon to hear 6-10x in revenue compared to those days of the week the week prior and following the events. I feel we have proven that these events work well, with over 200,000 impressions online in the last 6 months, for everyone and we must find a way to keep them happening, and growing, here in Tomball!



Grant Request Background

The reason for my Marketing Grant Request is that I feel we have maxed out what we can ask from some of the small businesses in town and that these regular events still have growth potential to bring more people, awareness, and business to town. To keep this growing we must scale it. I have been able to scale the feedback, and the foot traffic on the ad spend without increasing the budget by turning management of that over to a Digital Marketing Firm. At this point I feel that to scale this further, to the scale I truly believe possible, we need to bump ad spend significantly to draw in more “new comers” to Tomball. This is in hopes that they will come out, see what we have to offer, and return thus having this grant pay for it for itself in tax dollars. I can’t expand geographical area ad spend without increasing the ad spend significantly.

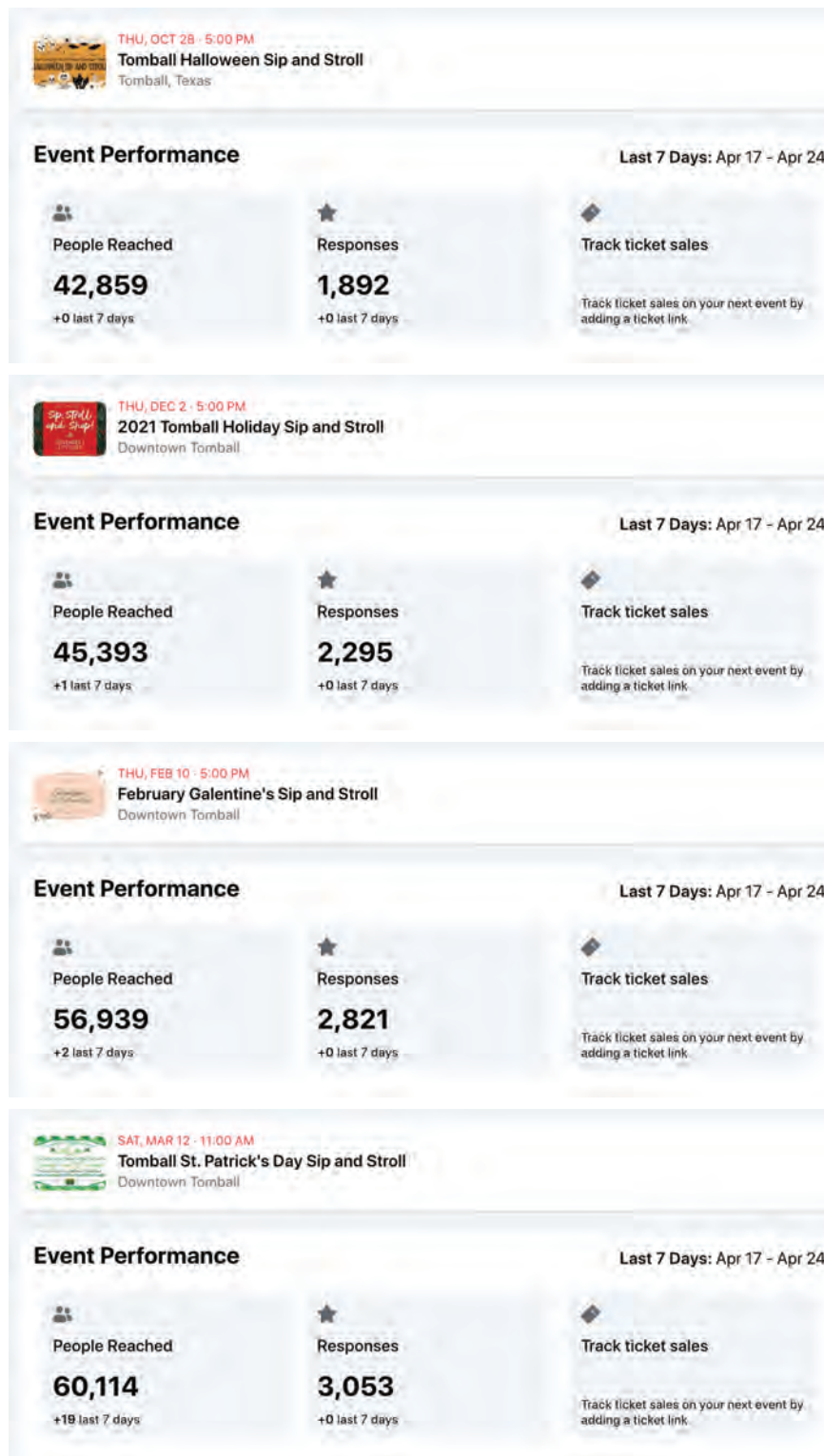
At this time, Sip Hip Hooray has been absorbing between \$900-\$1200 for the marketing of the event, after the \$35 contribution from the other businesses. My hope is to be able to use this grant to subsidize the fee we charge the other stores, cover the extra that Sip Hip Hooray absorbs, and grow this city wide event even larger.

I have a cost breakdown below of what the past budgets have been, and what my proposed budget to scale would look like...

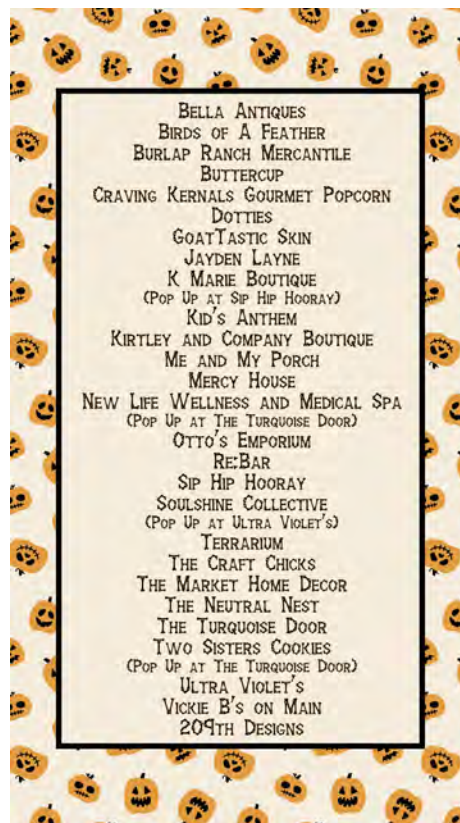
Sip and Stroll Costs for City Wide Events			
<i>Assuming 28-30 Stores Per Event</i>			
Paid Marketing	\$2,500		Ad Spend on Social Media
Digital Marketing Firm	\$300	3 Hours at \$100 Per Hour	Digital Marketing Firm to properly manage Ad Spend
Public Relations Firm	\$300	3 Hours at \$100 Per Hour	PR Firm to draft Press Release to media for marketing
Postcard Printing	\$200		Postcard printing with participating stores and map
Poster Printing	\$75		Poster printing for posting in windows at stores
Yard Signs	\$70		Yard signs to place outside of participating locations
Chamber Email Blast	\$60		Email blast to all Tomball Chamber of Commerce List
Custom Printed Party Cups	\$1,000	Provides approximately 1500 Cups	50 Cups Per Store
Social Media Management	-	In House at Sip Hip Hooray	Posting, Resharing, Getting all stores the graphics
Graphic Design	-	In House at Sip Hip Hooray	In house graphic team provides all artwork and designs
	\$4,505		
<i>Costs for Last Event</i>			
Paid Marketing	\$500		
Digital Marketing Firm	\$275		
Postcard Printing	\$157.74		
Poster Printing	\$61.29		
Yard Signs	\$50.59		
Chamber Email Blast	\$60		
Custom Printed Party Cups	\$705		
	\$1,810		



Stats for Paid Ads on Prior Events



Halloween Marketing Examples



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Christmas Marketing Examples



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Mothers Day Marketing Examples



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Valentines Day Marketing Examples



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St. Patrick's Day Marketing Examples



403 Eats | One Complimentary Margarita
 Bexar Barbecue | Choice of a Side with any sandwich purchase
 Bonfire Grill | Happy Hour Menu from 11am - 6pm
 Cisco's Salsa Company | Small Queso with purchase of an entree
 Every-Bellies | Complimentary Cookie
 Fire Ant Brewing Company | One Pint of Beer
 Gianna Italian Kitchen | Two Complimentary Glasses of House Red or White Wine
 Newsome Vineyards | \$5 off Tasting + 10% off glasses or bottles of wine
 The Empty Glass | Wine Specials
 Whistle Stop Tearoom | Complimentary Dessert with purchase of an entree
 Graze | Complimentary Dessert
 Tejas Burger Joint | \$1 French Fries with purchase of any burger



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Full Grant Proposal Requested Budget

Proposed Events and Dates Broken Down by Fiscal Year

2022 Fiscal Year Events

Summer Party - June 18th (Saturday)

Back To School - August 25th (Thursday)

Total request for 2022 | \$9,010

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2023 Fiscal Year Events

Halloween - October 29th (Saturday)

Christmas - December 3rd (Saturday)

Galentines - February 9th (Thursday)

St. Patricks Day - March 11th (Saturday)

Mothers Day - May 11th (Thursday)

Summer Party - June 17th (Saturday)

Back to School - August 24th (Thursday)

Total request for 2023 | \$31,535

****Dates and Event Titles are subject to change based on business owner feedback.*



In Closing

We hope that you all are as enthusiastic about our vision for these shopping and strolling events here in Tomball. I believe that these events have added a renewed spark to town and have brought camaraderie within the community and between all of the business owners, especially in Old Town. Our goal, as always, is to bring new faces and existing residents alike to support the small businesses right here at home.

I again want to thank you for your time and consideration for this Marketing Grant request. Sip Hip Hooray looks forward to continuing to plan and design these events for the greater good of all here and to help showcase all that Tomball has to offer!

Sincerely,

Meagan Adair Morris
Owner + Creative Director
Sip Hip Hooray

