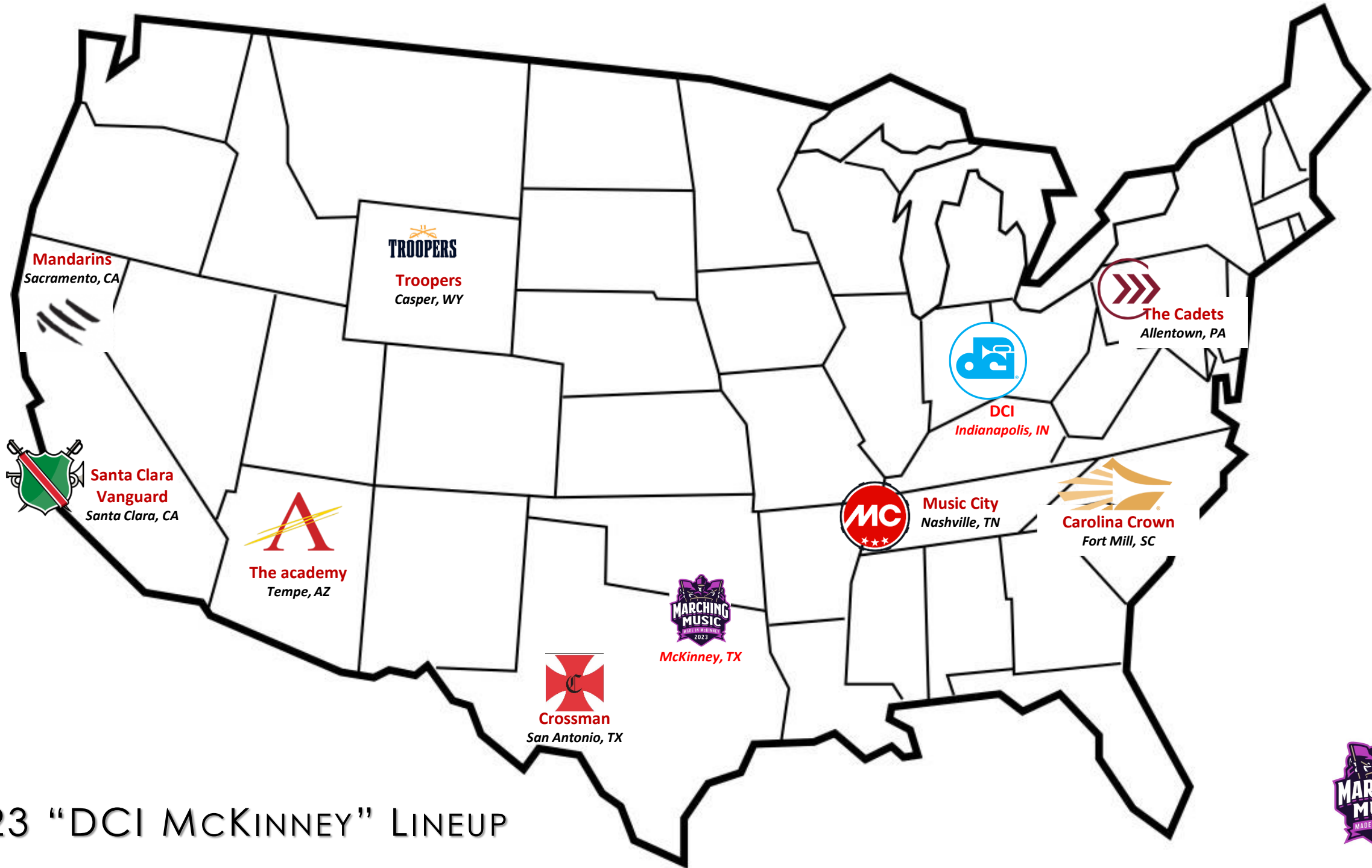


DEAN CIMINI

REPRESENTING

MARCHING MUSIC
MADE IN MCKINNEY
2023





Mandarins
Sacramento, CA

TROOPERS
Troopers
Casper, WY

Santa Clara Vanguard
Santa Clara, CA

The academy
Tempe, AZ

Crossman
San Antonio, TX

MARCHING MUSIC
MADE IN MCKINNEY
2023
McKinney, TX

DCI
Indianapolis, IN

MC
Nashville, TN

Carolina Crown
Fort Mill, SC

The Cadets
Allentown, PA

2023 "DCI MCKINNEY" LINEUP



JULY 2023

Sunday 23rd

DCI corps begin arriving in McKinney



Monday 24th

**DRUMLINE
BAGGLE**

@

**TUPPS
BREWERY**



Tuesday 25th

DCI McKinney Competition



EVENT & PROMOTIONAL GOALS

2023 EVENTS

- 2nd annual events
- Expect ~500 attendees at the Tupps for the Drumline battle & and 4,500+ fans at DCI Competition
- We are working with DCI to broadcast the competition globally on FloMarching.com
- Proceeds benefit MISD band programs & local businesses

PROMO GOALS & GRANT REQUEST

- Current objective = support event-related marketing & promotion
- Advertising & promotion expected to reach fans as far as 300 miles (Austin, San Antonio, OK/AK/LA corner)
- Social channels & DCI fan groups extend reach internationally
- Projected Revenue = \$40,500
- MCDC request = \$5,600 for promotional support

This is MORE than just a single-day band event – this is a multi-day promotion of the entire McKinney community!



THANK YOU!

DEAN CIMINI

PRESIDENT MARCHING MUSIC MADE IN MCKINNEY

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