



## **McKINNEY COMMUNITY DEVELOPMENT CORPORATION**

### **Final Report**

**Organization: Believe! 2012**

**Funding Amount: \$5,000.00**

**Project/Promotional Activity/Community Event: Community Event**

**Start Date: 11/24/2012**

**Completion Date: 11/24/2012**

**Location of Project/Promotional Activity/Community Event: Historic Downtown McKinney, Texas at Mitchell Park.**

#### **Please include the following in your report:**

- Narrative report on the Project/Promotional Activity/Community Event
- Identify goals and objectives achieved
- Financial report – budget as proposed and actual expenditures, with explanations for any variance
- Samples of printed marketing and outreach materials
- Screen shots of online promotions
- Photographs, slides, videotapes, etc.
- Evaluation against metrics outlined in application

#### **Please submit Final Report no later than 30 days following the completion of the Project/Promotional Activity/Community Event to:**

McKinney Community Development Corporation  
5900 S. Lake Forest Blvd., Suite 110  
McKinney, TX 75070

Attn: Cindy Schneible  
[cschneible@mckinneycdc.org](mailto:cschneible@mckinneycdc.org)



What a glorious day we were blessed with for Believe! 2012. We could not have asked for a more perfect sunny morning, weather or turnout. A crisp 37 degrees and not a cloud in the sky was a stupendous way to start off an amazing event. This year we had over 1300 participants and 135 volunteers! So exciting as it marked our largest event to date. We easily had over 3,000 people downtown enjoying the shops, stores and overall experience of Dickens of a Christmas and of course partaking in Believe!

Our official Kick-off for promotions began on August 1<sup>st</sup>. We put together 50 sponsor packets to send out to the community to ask for financial support and to secure funding for our event. Inside each packet was historical information regarding Believe!, our anticipated goals, how to get involved and estimated numbers for registrations.

September 1<sup>st</sup> our amazing "Fly" team started to attend all the major running, walking, triathlon, and other events around the North Texas area. They put out over five thousand flyers promoting Believe!, Dickens of a Christmas and our beautiful city. The team met each Saturday and sometimes Sunday mornings and would place flyers on bulletin boards, store windows, coffee shops, mailrooms and cars windshields at each of the events. We provided a sample of the flyer and the list of events our team attended in the folder. We learned in 2006 that this is the most cost effective way to advertise an event like ours. It has been a great tradition and we are so grateful for the time our volunteers commit to it each year.

In October we partake in some of our favorite promotional events. First off we order 100 yard signs that people can register online for and post a promotional sign in their yard! These go first come first serve and we are usually waiting list only by mid October. It is fun to see all the different cities that will "host" our signs from Sherman, Frisco, Plano, and Blueridge. On Halloween it is Scare on the Square! One of our awesome sponsors provides us each year with a bunch of yummy candy and our mascot "MAC" Kinney (aka the snowman) attends. MAC





had a lot of new friends this year as it looks like he started a new dress up tradition by some adults. But nobody can compete with our snow friend as he offered much needed hugs to the younger in attendance due to some very scary costumes. This is a fantastic outreach event as we handed out over 1000 flyers to attendees not to mention around the same in candy.

In addition to our promotional activities and whole heartedly thanks to the MCDC Grant, our print and web advertising campaign kicked off in November. We ran a “flyer” ad on Town Square Buzz, where we had over 169,599 views, 248 Clicks and 3 shares. We also utilized Facebook and were very successful with the responses and information we were able to get posted. On November 1<sup>st</sup>, the Believe! team did 21 days of thanks for those involved in the race, volunteered or sponsored it this year. Most of our posts went viral within minutes. We also received over 363 “likes” not bad for our first time on Facebook! Our print campaign consisted of six different publications in community newsletters for both November and December; **Allen** – *Twin Creeks News, The StarCreek Press*, **Fairview** – *Ranch Reporter*, **Frisco** – *Frisco Lakes Lifestyle*, **McKinney** – *Stonebridge Ranch*, and *Craig Ranch Telegram* (samples are included in report). In addition we posted lots of free advertising on community boards and calendars all around the North Texas area.

Our goal was to have close to 1200 runners and attract more than 50% of out of town guests! We are pleased to say we exceeded both goals! Our Great Santa Chase was the largest one ever and The Mayor’s Challenge brought out a team from a fellow town, Melissa, Texas, that won the Largest Team award, The Happy Feet Running Club (80 members alone!).

Our race has become very well known and has quite a positive reputation. There are plenty of “runs” out there but Believe! is very special. From our beautiful shirts, breathtaking course, friendly volunteers, delicious hot chocolate, awards, and starting the race on time it is hard to compete. We do have plenty of competition from, The Crepe Myrtle Trail which is now a week away from ours,



The North Texas Turkey Trot on Thanksgiving Day, and of course this year the 100<sup>th</sup> anniversary Turkey Trot in Dallas, Believe! kept up our traditions and grew even larger! That says a lot about the dedication of this team and community to keep our event growing successfully each year.

Thanks to the Volunteers Center of McKinney, we had a tremendous turn out of fantastic volunteers! We were so pleased to see, especially that early in the morning, all the smiles and offers to help. The best part is we are starting to see return volunteers from previous years. They love this event as much as we do and really help make everyone involved get ready for the spirit of this race.

Although every year this event has been absolutely wonderful this one was exceptional. We had an amazing turnout, beautiful weather, happy participant & volunteers and a team that rose to the challenge. It truly was a wonderful morning and for all involved an awesome way to kick off the holidays!

We are still so humbled to have been chosen to be a recipient of the MCDC Grant. On behalf of the Holy Family School families, staff and Board Members, the 2012 Believe! team and all our volunteers, thank you from the bottom of our hearts for gifting us this opportunity.

Sincerely,

*Gigi Bonham*

Believe! - Executive Director- 2006-2012

P.O. Box 6003

McKinney, Texas 75070

Cell: 214-642-0836

Email: [gigi@believmckinney.org](mailto:gigi@believmckinney.org)

[www.believmckinney.org](http://www.believmckinney.org)



## In Kind Donations

Date	Individual/Company	Item	Quantity	Cost	Extended Value	
24-Nov-12	Square One Mortgage	Registrations Forms	1,500	0.29	440.00	Square One Mortgage
24-Nov-12	Square One Mortgage	Flyers	3,000	0.11	320.00	Square One Mortgage
24-Nov-12	Square One Mortgage	Posters	100	0.68	68.00	Square One Mortgage
24-Nov-12	Square One Mortgage	Door Hangers	275	0.89	244.75	Square One Mortgage
24-Nov-12	Square One Mortgage	Gold Seals	80	0.89	71.20	Mayor's Office
24-Nov-12	Square One Mortgage	Race Bag Information	1,200	0.89	1,068.00	Square One Mortgage
24-Nov-12	Square One Mortgage	Mayor's Letter	1,200	0.10	120.00	Brian Loughmiller
24-Nov-12	Market Street	Fruit	1,600	0.21	336.00	Market Street
24-Nov-12	Market Street	Water	2,000	0.16	320.00	Market Street
24-Nov-12	AG Power	Gators	2	120.00	240.00	AG Power
31-Oct-12	Dr Paul Flavill	Halloween Candy - Scare on the Square	1	300	300.00	Dr. Flavill
24-Nov-12	Sprint	Communication Equipment for Race Day	1	600	600.00	Sprint
24-Nov-12	CK Sports	Hosted Packet Pickup	1	1,000	1,000.00	CK Sports
24-Nov-12	Maylee Thomas Band	Entertainment	1	2500	2,500.00	The Maylee Thomas Band
7-Nov-12	Sanchez Associates	Bag Stuffing Party - food and drinks			250.00	Sanchez Associates
<b>Total</b>					<b>7,877.95</b>	





## Sponsors

<b>Date</b>	<b>Name</b>	<b>Amount</b>	<b>Sponsor Category</b>
17-Oct-12	McKinney Rotary Club	\$5,000	Presenting Sponsor
27-Aug-12	Dr. Paul Flavill	\$500	Bell Sponsor
24-Sep-12	Honda Cars of McKinney	\$500	Bell Sponsor
30-Oct-12	All About Children Pediatrics	\$500	Bell Sponsor
13-Nov-12	Jahn Family Enterprises	\$500	Bell Sponsor
10-Oct-12	David & Glenna Terry	\$1,000	Jolly Sponsor
30-Oct-12	Medical Center of McKinney	\$2,500	Mac Mittens
10-Oct-12	North Star Diagnostics Imaging	\$2,500	Water Bottle Sponsor
7-Dec-12	Far Vie Fitness	\$310	Miscellaneous Sponsor
24-Dec-12	Baylor Medical Center at McKinney	\$2,500	Water Bottle Sponsor
	McKinney Community Development Corporation		Grant
<b>Total</b>		<b>\$15,810</b>	

**Funds to Support Believe Race:**

Category	Amount	Source	% of Total
Cash	\$25,000	Believe Race Registration Fees	~ 43%
Cash	\$15,000	Individual and Local Business Sponsorships	~ 24%
In-Kind	\$20,000	Individual Contributors and Local Businesses	~ 33%

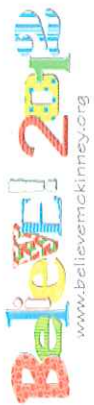


## Profit and Loss Statement

Cash Balance as of Dec-31-20XX

	2012 Budget	2012 YTD Actuals	Variance
<b>Participants</b>	1,004	1,298	
<b>% Growth</b>	-5.0%		
<b>Donations/Income</b>			
<b>Sponsorships</b>			
Presenting Sponsor	\$ 5,000	\$ 5,000	
Gift Sponsor	\$ -	\$ -	
Miracle Sponsor	\$ -	\$ -	
Mac Mittens Sponsor	\$ 2,500	\$ 2,500	
Jolly Sponsor	\$ 1,000	\$ 1,000	
Bell Sponsor	\$ 2,000	\$ 2,000	
Celebration / Awards Sponsor	\$ 500	\$ -	
Water Station Sponsor	\$ 2,500	\$ -	
Water Bottle Sponsor	\$ 2,500	\$ -	
Snowflake Sponsor	\$ -	\$ 5,000	
Spirit Sponsor	\$ -	\$ -	
Ribbon Sponsor	\$ -	\$ -	
Other	\$ -	\$ 310	
<b>Total Sponsors</b>	\$ 15,500	\$ 15,810	Unable to obtain business sponsors
<b>In Kind Gifts</b>			
Race Registrations	\$ 20,000	\$ -	Currently confirming In Kind Donations will be recorded prior to closing the books.
Proceeds from Booths	\$ 25,104	\$ 32,503	Higher number of race participants
Promotional T-Shirts	\$ -	\$ -	
Other Donations	\$ -	\$ -	
Grants	\$ -	\$ -	
<b>Total Income/Donations</b>	\$ 60,604	\$ 48,313	
	-20.1%		
<b>Estimated Expenses</b>			
<b>Pre-Race</b>			
Booth Fees/Supplies/Decorations	\$ 160	\$ 50	Did not participate in same events as prior years
Advertisement/Signage	\$ 5,000	\$ 4,754	
Sponsor and Volunteer Thank You Gifts	\$ 1,500	\$ 663	Lower sponsorship so lower funds to spend on thank you gifts
Thank You Gifts, Goodwill Supplies	\$ -	\$ -	
Sponsor Packet Supplies	\$ -	\$ -	
Close Out of Accounts (offset by Other)	\$ -	\$ -	
Postage, Bank Fees, Misc Exp	\$ 600	\$ 588	
<b>Race Day</b>			
Race Coordination - (includes chipping)	\$ 2,924	\$ 2,511	Assumed price increase for Race Coordination
Certification	\$ -	\$ -	
Security/EMT	\$ 1,035	\$ 1,160	Incorrect budget assumption of one less police officer
Race Day Apparel	\$ 10,000	\$ 10,503	Race T-shirts higher than assumed
Racer Bibs	\$ 622	\$ 362	Race Coordination provided another vendor with lower unit price
MC/Entertainment	\$ 1,256	\$ 837	Budget assumed price increase; Entertainment did no increase price
Misc. Expenses	\$ 749	\$ 1,011	Purchased Coffee, Hot Chocolate, and Donuts for Volunteers - expense not included in budget
Pancake Breakfast	\$ 386	\$ 317	Lower Attendees; not all zone leaders attended





**Profit and Loss Statement**

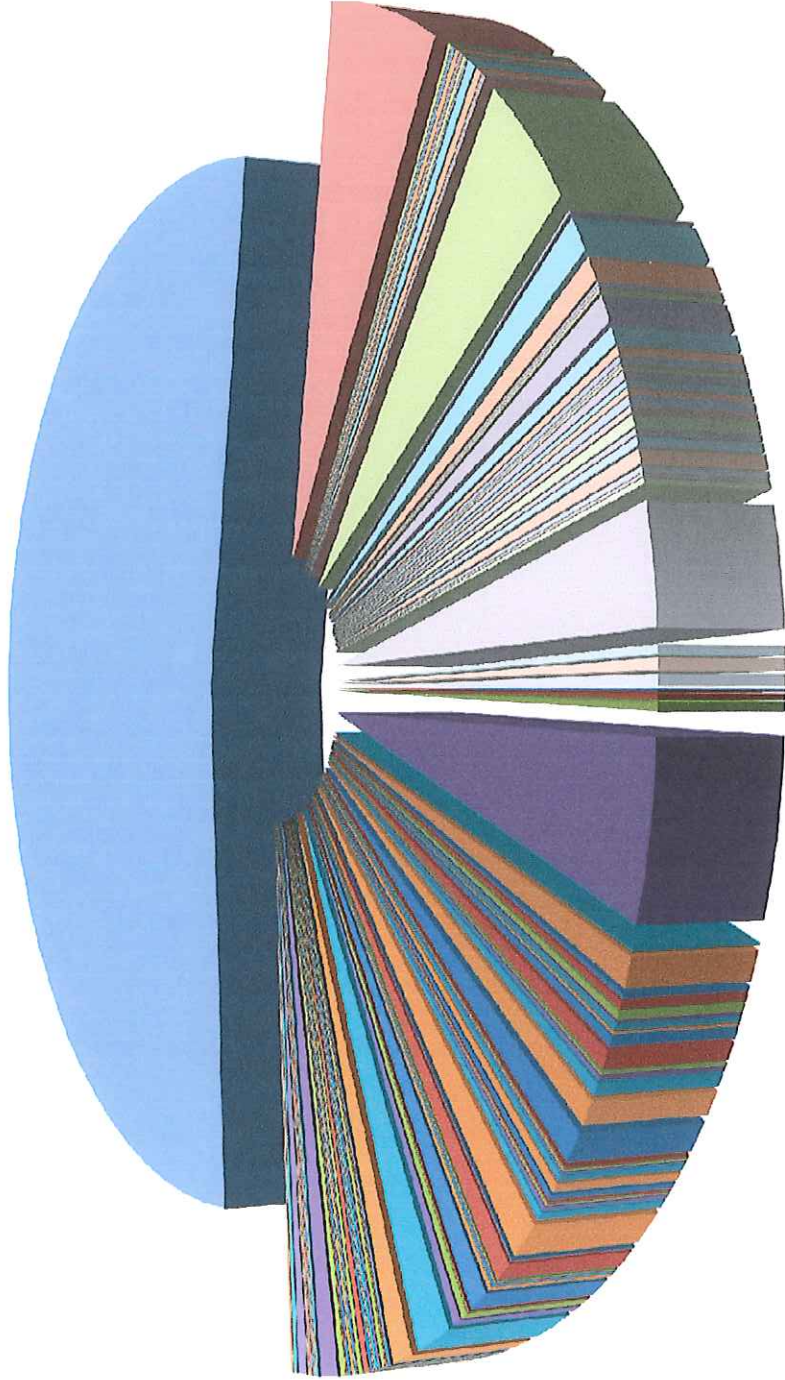
	2012 Budget	2012 YTD Actuals	Variance
Believe Stage	\$ -	\$ -	
Port-A-Potties	\$ 611	\$ 675	Budget assumed a non profit discount
Awards	\$ 5,000	\$ 3,642	Lower sponsorship so lower funds to spend on awards
Event Insurance	\$ 445	\$ 450	
In Kind Gifts	\$ 20,000	\$ -	Currently confirming In Kind Donations will be recorded prior to closing the books.
Proceeds to HFS	\$ 15,000	\$ 15,000	
<b>Total Estimated Expenses</b>	<b>\$ 65,287</b>	<b>\$ 42,522</b>	
	21.9%	34.6%	

**Net Proceeds**

\$ (4,684) \$ 5,791

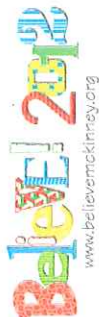
*Note: Books have not closed for 2012, the organization has sponsor funds to be collected, outstanding invoices to be paid and In Kind Donations to be recorded.*

# Believe! Participant Locations



CITY	COUNTS
Abilene	1
Addison	2
Albuquerque	3
<b>Allen</b>	<b>60</b>
Amarillo	1
Anna	11
Argyle	2
Arlington	3
Aubrey	3
Aurora	1
Austin	2
Bennington	1
Blue Ridge	1
Bonham	4
Borger	7
Boswell	1
Burleson	2
Burleson	5
Carrollton	10
Celina	13
Centerton	1
Clarksville	1
Colbert	1
Coleman	3
College Station	4
Coppell	3
Crane	1
Crossroads	1
Cumberland	2
Cypress	4
Dallas	17
Denton	1
Denton	10
Double Oak	1
Durant	1
Edmond	1
Eules	2
<b>Fairview</b>	<b>12</b>
Farmersville	1
Flower Mound	4
Fort Worth	5
<b>Frisco</b>	<b>24</b>
Garland	14
Grand Prairie	2
Grapevine	1
Greenville	3
Hatboro	2
Helotes	2
Highland Village	1
Hollywood	2
Houston	4
Howell	3
Irving	1
Ivanhoe	1
Karnack	2
Kaufman	2
Killeen	1
Lemont	4

Little Elm	13
Little Rock	2
Littleton	1
Livingston	1
Lone Oak	2
Lubbock	1
Lucas	6
Maple Valley	3
Marshall	2
McKinney	686
Melissa	80
Mesquite	2
Metairie	1
N. Richland Hills	1
Normal	3
North Little Rock	1
North Richland Hills	1
North Salt Lake	2
Oklahoma City	1
Overland Park	5
Parker	4
Pensacola	1
Pflugerville	1
Plano	59
Pottsboro	1
Princeton	14
Prosper	9
Quinlan	1
Ravenna	1
Reno	1
Richardson	10
Rockwall	6
Round Rock	3
Rowlett	2
Sachse	1
Salt Lake City	1
San Antonio	3
San Diego	2
San Marcos	2
Sanger	3
Santa Fe	2
Sherman	4
Shreveport	2
Stillwater	3
The Colony	5
Trenton	2
Tulsa	1
Tyler	2
Unknown	40
Van Alstyne	3
Von Ormy	4
Wylie	4

Date	Company	What?	Total Due	Invoice Number	Paid By Believe!	Request for MCDC Grant
1-Oct-12	Town Square Buzz	Daily Ad Placements; October and November Flyer and Business Profile	\$390.00	1107	5-Oct-12	\$390.00
1-Oct-12	Community News Connection	Eight of a Page color Ad in both October and November Publications	\$2,109.00	1210118	5-Oct-12	\$2,109.00
16-Nov-12	Sign*A*Rama	Standard Sponsor Banner	\$119.00	24283	30-Nov-12	\$119.00
28-Dec-12	Safeguard Business Systems	Extra Believe! Race Shirts	\$2,449.61	28468380	31-Dec-12	\$2,449.61
		<b>Total Due</b>				<b>\$5,067.61</b>
		<b>Grant Gift Reimbursement</b>				<b>-\$5,000.00</b>
		<b>Balance for Believe!</b>				<b>\$67.61</b>



# TownSquare Buzz



**BILL TO:**

**BELIEVE! 2012  
PO BOX 6003  
MCKINNEY, TX 75071**

Invoice # 1107

Invoice Date: 10/1/12

DATE	SALES REP.	CONTACT
10/1/12	<b>Stuart Pearlman 917-488-8282</b>	<b>Molly Jones 214-505-2029</b>

AD SIZE	DESCRIPTION	UNIT PRICE	DISCOUNT %	TOTAL
<b>Tile</b>	<b>November Daily Buzz Ad Placements</b>	<b>\$50 x 6 = \$300</b>	<b>45%</b>	<b>\$ 130</b>
<b>Business Profile</b>	<b>October and November Business Profile</b>	<b>\$100 x 2 = \$200</b>	<b>20%</b>	<b>\$ 160</b>
<b>Flyerboard</b>	<b>October and November Flyer</b>	<b>\$100 x 2 = \$200</b>	<b>50%</b>	<b>\$ 100</b>
			<b>Subtotal</b>	<b>\$ 390</b>
			<b>Paid</b>	<b>\$ 0</b>
			<b>Total Due</b>	<b>\$ 390</b>
			<b>Balance due upon receipt</b>	<b>\$ 390</b>

Payable to:

TownSquareBuzz.com  
7002 Old York  
McKinney TX 75070  
Phone: 512.887.2313

**Community News Connection**206 W. McDermott, Suite 120  
Allen TX 75013**Bill To**Believe!  
Gigi Bonham  
P.O. Box 6003  
McKinney TX 75071

Date	Invoice #
10/1/2012	1210118

Delivery Date	Publication	Ad Size	Amount
October 2012	108 - Twin Creeks N...	Eighth Page Size Ad October and November 2012	270.00
October 2012	149 - Twin Creeks N...	Add Color To Ad October and November 2012	100.00
October 2012	901 - Discount TCN	Multiple Publication October and November 2012	-18.50
October 2012	208 - Heritage Ranch	Eighth Page Size Ad October and November 2012	270.00
October 2012	249 - Heritage Ranch	Add Color to Ad October and November 2012	100.00
October 2012	902 - Discount HRR	Multiple Publication October and November 2012	-18.50

<b>Amount Past Due</b>	
<b>Total Balance Due</b>	

**Payment is due on or before the 5th of each month.**REMITTANCE ADDRESS:  
Community News Connection  
206 W. McDermott, Suite 120  
Allen TX 75013**Visit Our Website****[www.communitynewsconnection.com](http://www.communitynewsconnection.com)**Phone #  
972-396-8855**Thank you for advertising with us!**Fax #  
972-396-7511

**Community News Connection**

206 W. McDermott, Suite 120  
Allen TX 75013



<b>Bill To</b>
Believe! Gigi Bonham P.O. Box 6003 McKinney TX 75071

Date	Invoice #
10/1/2012	1210118

Delivery Date	Publication	Ad Size		Amount
October 2012	308 - Frisco Lakes	Eighth Page Ad	October and November 2012	270.00
October 2012	349 - Frisco Lakes	Add Color To Ad	October and November 2012	100.00
October 2012	903 - Discount FLL	Multiple Publication	October and November 2012	-18.50
October 2012	408 - Star Creek	Eighth Page Ad	October and November 2012	270.00
October 2012	449 - Star Creek	Add Color to Ad	October and November 2012	100.00
October 2012	904 - Discount SCP	Multiple Publication	October and November 2012	-18.50

<b>Amount Past Due</b>	
<b>Total Balance Due</b>	

**Payment is due on or before the 5th of each month.**

REMITTANCE ADDRESS:  
Community News Connection  
206 W. McDermott, Suite 120  
Allen TX 75013

**Visit Our Website**

**[www.communitynewsconnection.com](http://www.communitynewsconnection.com)**

**Phone #**  
972-396-8855

**Thank you for advertising with us!**

**Fax #**  
972-396-7511

**Community News Connection**

206 W. McDermott, Suite 120  
Allen TX 75013



<b>Bill To</b>
Believe! Gigi Bonham P.O. Box 6003 McKinney TX 75071

<b>Date</b>	<b>Invoice #</b>
10/1/2012	1210118

Delivery Date	Publication	Ad Size		Amount
October 2012	608 - Stone Bridge R...	Eighth Page Ad	October and	270.00
October 2012	649 - Stone Bridge R...	Add Color to Ad	October and	100.00
October 2012	906 - Discount SBR	Multiple Publication	October and	-18.50
October 2012	708 - Craig Ranch T...	Eighth Page Ad	October and	270.00
October 2012	749 - Craig Ranch T...	Add Color to Ad	October and	100.00
October 2012	907 - Discount CRT	Multiple Publication	October and	-18.50
		November 2012		

<b>Amount Past Due</b>	
<b>Total Balance Due</b>	\$2,109.00

**Payment is due on or before the 5th of each month.**

REMITTANCE ADDRESS:  
Community News Connection  
206 W. McDermott, Suite 120  
Allen TX 75013

**Visit Our Website**

**[www.communitynewsconnection.com](http://www.communitynewsconnection.com)**

**Phone #**  
972-396-8855

**Thank you for advertising with us!**

**Fax #**  
972-396-7511



# **SIGN\*A\*RAMA**

**WHERE THE WORLD GOES FOR SIGNS**

Sign A Rama McKinney TX  
1502 W. University, Suite 108  
McKinney, TX, 75069- USA  
Phone: (214)-544-7446 Fax: (972)-542-7079  
www.signarama-mckinney.com  
signaramamckinney@sbcglobal.net

**INVOICE** **24283**  
Invoice Date 11/16/2012

**SOLD TO**  
Believe!  
P. O. Box 1373  
McKinney, TX 75070- USA

**SHIP TO**  
Believe!  
P. O. Box 1373  
McKinney, TX 75070- USA

Phone (972) 555-5555 Ext Fax:

Job Box #

E-mail: [gigi.bonham@hp.com](mailto:gigi.bonham@hp.com)

Quote#	Quote Date	Completed	Cust Id	PO Number	PO Date	Terms Code	Sales Rep	Page
013934	11/14/2012		BELIEVE001			50% Deposit req	CS	1 of 1

Qty Ordered	Description	Unit Price	Extended Price
-------------	-------------	------------	----------------

1 STANDARD BANNER - 13oz - Gloss  
HEIGHT: 4 Ft 0 In LENGTH: 4 Ft 0 In SIDES: 1  
Eco Solvent on Calendared Vinyl Digital Process( preprinted )

Sponsor Banner

\$119.00

\$119.00

\* The unit price \$119 is a 15% discount off the list price \$140.

Thank you for allowing Sign-A-Rama assist you in your signage needs. Be sure to check out our website at [www.signarama-mckinney.com](http://www.signarama-mckinney.com) to see samples of the many types of signage and promotions

Visit us on the web  
[www.signarama-mckinney.com](http://www.signarama-mckinney.com)

Date

Taxable:	\$0.00
NonTaxable:	\$119.00
SalesTax:	\$0.00
Freight:	\$0.00
Misc:	\$0.00
OrderTotal:	\$119.00
Payments:	\$0.00
Net Due:	\$119.00

Tax calculated for Exempt is  
\$0.00.

Total Due Amount \$119.00

# INVOICE

Safeguard Business Systems

INVOICE NUMBER: 028468380

REPRINT

**Safeguard Business Systems, Inc.**  
 PO Box 88043  
 Chicago, IL 60680-1043

INVOICE DATE  
 12/28/2012

DISTRIBUTOR NO.  
 0589

ORDER NUMBER  
 M64465

CUSTOMER NO.  
 QPJ01Z

CUST. P.O

TAX CODE  
 440851940

For Inquiries Call: 972-874-3640

**INVOICE TERMS:** Payable Upon Receipt  
**LATE CHARGE:** 1 ½% per Month or Maximum Allowable Rate Minimum of \$.50 Per Month

B  
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HOLY FAMILY SCHOOL  
 BECKY HAYNES-BELIEVE  
 PO BOX 6003  
 MC KINNEY TX 75071

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BELIEVE 2012 SHIRTS  
 WILL CALL - MARY HANDLEY  
 CELL 214-289-1282  
 MC KINNEY TX 75070

QUANTITY	PRODUCT NAME	DESCRIPTION	FORMS AMT.	DISCOUNT	%	AMOUNT DUE
30	PTAAPRL PTAAPRL	G240B CHARCOAL XL LONG SLEEVE CHARCO	226.80	0.00	0	226.80
100	PTAAPRL PTAAPRL	G240 CHARCOAL S LONG SLEEVED CHARCO	737.00	0.00	0	737.00
100	PTAAPRL PTAAPRL	G240 CHARCOAL M LONG SLEEVED CHARCO	737.00	0.00	0	737.00
40	PTAAPRL PTAAPRL	G240 CHARCOAL L LONG SLEEVED CHARCO	294.80	0.00	0	294.80
30	PTAAPRL PTAAPRL	G240 CHARCOAL XL LONG SLEEVED CHARC	221.10	0.00	0	221.10
300	PTASCRN PTASCRN	BELIEVE12 BELIEVE 2012 YOUTH XL	0.00	0.00	0	0.00
1	PTAMISCF PTAMISCF	PROMO MISC 2 2	0.00	0.00	0	0.00
9	ADPSMISC PROMMISC	REPEAT SET UP CHARGE	107.91	0.00	0	107.91
1	ADPSMISC PROMMISC	RUSH CHARGE	125.00	0.00	0	125.00

<b>SAFEGUARD MESSAGE:</b>	<b>TOTAL PRODUCT</b>	2,449.61
	<b>DISCOUNT</b>	0.00
	<b>PREPAYMENT</b>	0.00
<b>BUSINESS SPECIALIST MESSAGE:</b>		

		SHIPPING/HANDLING	145.91
		SALES TAX	0.00
TO PAY BY CREDIT CARD, SIMPLY CALL YOUR BUSINESS SPECIALIST			
	972-874-3640 MARY HANDLEY	<b>PLEASE PAY THIS AMOUNT</b>	2,595.52

[Click here for RETURN STUB](#)



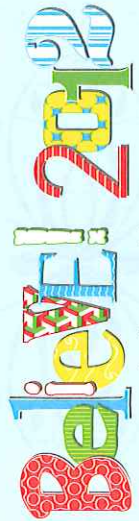
**PARTICIPANT MUST SIGN IN ORDER TO BE ELIGIBLE TO PARTICIPATE IN RACE:**

I understand that my consent to these provisions is given in consideration of the acceptance of this registration and for being permitted to participate in this event. I am a voluntary participant in this event, and in good physical condition. I KNOW THAT THIS EVENT IS A POTENTIALLY HAZARDOUS ACTIVITY AND I HEREBY ASSUME FULL AND COMPLETE RESPONSIBILITY FOR ANY INJURY OR ACCIDENT WHICH MAY OCCUR DURING MY PARTICIPATION IN THIS EVENT OR WHILE ON THE PREMISES OF THIS EVENT, AND I HEREBY RELEASE AND HOLD HARMLESS AND COVENANT NOT TO FILE SUIT AGAINST THE BELIEVE! RACE, DANDELION WISHES, INC., THE HOLY FAMILY SCHOOL, OR MCKINNEY MAIN STREET AND ANY AFFILIATED INDIVIDUALS, ANY RACE SPONSORS AND THEIR AGENTS AND EMPLOYEES, AND ALL OTHER PERSONS OR ENTITIES ASSOCIATED WITH THIS EVENT (THE "RELEASEES") FROM ANY LOSS, LIABILITY OR CLAIMS I MAY HAVE ARISING OUT OF MY PARTICIPATION IN THIS EVENT, INCLUDING PERSONAL INJURY (INCLUDING, BUT NOT LIMITED TO, SERIOUS BODILY INJURY OR DEATH) OR DAMAGE SUFFERED BY ME OR OTHERS, WHETHER SAME BE CAUSED BY FALLS, CONTACT WITH PARTICIPANTS, CONDITION OF THE COURSE, NEGLIGENCE OF THE RELEASEES OR OTHERWISE. If I do not follow all the rules of this event, I understand that I may be removed from the competition. I give my full permission to the Believe! race and Dandelion Wishes, Inc., and its local Affiliates and races that their sponsors and corporate sponsors to use any photographs, videotapes, audiotapes or other recordings of me that are made during the course of this event. I understand that this Waiver and Release may be stored electronically and agree that a copy is authentic and admissible as evidence in any future dispute or proceeding.

SIGNATURE

Parent or Guardian

Signature required if under age 18



www.believmckinney.org

**VOLUNTEER OPPORTUNITIES**

*Interested in volunteering?*

Please fill out the registration form and mail to Believe! or www.believmckinney.org to register online!

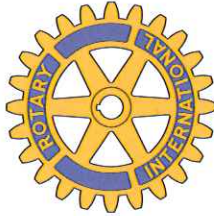
Each volunteer will receive a **FREE** long sleeve volunteer shirt!

**Mail Registration Forms: Believe!**

P.O. Box 6003  
McKinney, Texas 75071

info@believmckinney.org  
www.believmckinney.org

**2012 PRESENTING SPONSORS:**



**McKinney Rotary Club**

**MCKINNEY** Community Development Corporation  
Learn about the quality of life projects we support. [mckinneycdc.org](http://mckinneycdc.org)



Medical Center of McKinney



ALLEN - FRISCO - PLANO  
[www.northstardiagnosticimaging.com](http://www.northstardiagnosticimaging.com)



**Paul Flavill MD**  
Board Certified Neurologist

972.542.6250

972.562.6206

1441 N. Redbud Blvd #231 McKinney, TX 75069



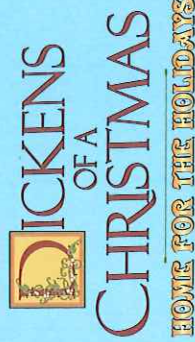
www.believmckinney.org

*The 7th Annual*

**10K Run, 5K Run, and 1 Mile Holiday Walk**

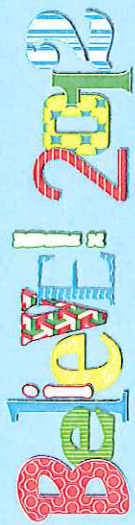
November 24th, 2012  
*Through*

Historic Downtown McKinney



Find us on: **facebook**





www.believmckinney.org

**RACE DAY SCHEDULE**

- 6:00 am - Volunteer Check-in
- 7:00 am - Race Registration
- 7:30 am - Sunrise Celebration
- 7:30 am - Mac's Team Photos
- 8:00 am - 10K
- 8:15 am - The Great Santa Chase
- 8:20 am - Warm Up
- 8:30 am - 5K and 1 Mile Holiday Walk
- 9:45 am - Award Ceremony

**AWARDS**

- 1st Place Overall Female and Male Masters
- 1st Place Overall Female and Male
- Medals for age groups Female and Male: 1-9; 10-14; 15-19; 20-24; 25-29; 30-34; 35-39; 40-44; 45-49; 50-54; 55-59; 60-64; 65-69; 70+

**TEAM AWARDS**

Largest Team, School Team, Medical Team, Civic Team, Faith Based Team, Spirit Wearing Team.

**REGISTRATION**

Mail-in entries must be postmarked by Saturday, November 17th. Online registration will end Sunday, November 18th at midnight. You may register in person beginning Saturday, November 17th at CK Sports: 10am-7pm located at 8880 State Highway 121, McKinney, Texas 75070.

**CHRONOTRACK TIMING**

Chronotrack timing will be used at this event. You must wear a chip to be timed and to be eligible for awards. Please check "yes" to being timed on form. All 10K participants will automatically be timed.

**LOCATION**

Historic Downtown McKinney on the Square. Louisiana Street and Virginia Parkway at Mitchell Park.

**WHY BELIEVE?**

Thank you for supporting our 7th Annual 10K, 5K, and 1 Mile Holiday Walk. This event was created to help fund the Holy Family School Scholarship Fund. Holy Family School, a nonprofit organization, provides a safe, loving Christian environment for culturally, economically and ethnically diverse children in McKinney and surrounding communities.

**PAIR TO CARE**

Please bring a new pair of sneakers from size 3t up to size 13 young adult. These shoes will be donated to the Head Start program of McKinney ISD and children that have inadequate shoes in the district. Drop off will be at the registration table at Mitchell Park. If you register for Believe! the morning of the race, then you may reduce the \$35.00 fee to \$30.00 (only valid with Race Day registration) with a pair of new sneakers! Thanks for helping us enhance the lives of children in our community.

**EVENTS**

*Mayor Loughmiller's 5K Kids Challenge!* Encourage your kids to sign up and complete the 5K course and they will receive a certificate and our special Believe! "DOG TAG" from the Mayor. Don't forget your camera to take a picture of them, the Mayor and "MAC" our snowman mascot!

*Sunrise Celebration:* a special Believe! message for all ages to enjoy and participate. *The Great Santa Chase* will have your children running after Santa for this fun race! Lace up those shoes and see if you can catch St. Nick. We welcome all children 12 and under to participate. There is no fee for the Great Santa Chase.

McKinney Main Street is proud to present this years 32nd *Dickens of a Christmas*, located around the Historic Square. It recreates an old fashioned Victorian Christmas complete with horse drawn carriages, carolers, Santa Clause, and many more family activities.

Rotary Club of McKinney *13th Annual Christmas Parade of Lights* Saturday December 1st at 6:30pm in Historic Downtown Square.

**REGISTRATION FORM**

Last Name \_\_\_\_\_  
 First Name \_\_\_\_\_  
 E-Mail \_\_\_\_\_  
 Phone \_\_\_\_\_  
 Address \_\_\_\_\_  
 City, State, ZIP \_\_\_\_\_  
 Date of Birth \_\_\_\_\_  
 Age on November 24th \_\_\_\_\_

**LONG SLEEVE T-SHIRT SIZE (PLEASE CHECK)\***

YL \_\_\_\_\_ AM \_\_\_\_\_ XL \_\_\_\_\_  
 AS \_\_\_\_\_ AL \_\_\_\_\_ XXL \_\_\_\_\_

Please Check One:

\_\_\_\_\_ 10K Certified Run (timed only)  
 \_\_\_\_\_ 5K Certified Run -Please initial for timing \_\_\_\_\_  
 \_\_\_\_\_ 1 Mile Holiday Walk \_\_\_\_\_

**FEES:**

- \$25.00 until October 31st
- \$30.00 after October 31st
- \$35.00 Dri-Fit Long Sleeve Shirt. Registration must be received by OCTOBER 31st!
- \$20.00 Ages 6-12 and Senior's over 65
- \$35.00 on November 24th
- \$20.00 Team Registration opened until November 17th (Requires min of 5 Registrations under the same team name)

**TEAM NAME** \_\_\_\_\_

(Must have 5 team members to receive shirts)

**TOTAL FOR RACE** \$ \_\_\_\_\_

\*First 500 registered will receive our limited edition backpacks free! (Although we try, shirt sizes cannot be guaranteed)

\*\*You must wear a chip to be timed and to be eligible for awards. One registration form needed for each participant with signed release forms. Release form on back must be signed and returned with payment!



**Believe! 2012**

[www.believmckinney.org](http://www.believmckinney.org)

*Certificate of Completion*  
presented to

---

*For completing the  
Mayor's 5K Challenge  
On November 24th, 2012*

A handwritten signature in black ink, appearing to read "Brian Doughmiller", written over a horizontal line.

**Brian Doughmiller**  
Mayor - City of McKinney





[www.believmckinney.org](http://www.believmckinney.org)

Participants,

Thank you so much for being part of the 7th Annual BELIEVE! 2012. We are so happy you are here and know that you will love Believe! as much as we do. It has become a great tradition in our city and what a great way to kick off the holiday season. We have worked hard to bring this wonderful race to you and hope you enjoy every minute of your participation in it. If you have any questions, suggestions or concerns please let us know. We are always listening for ways to improve and try to improve it each year. Please contact us at [info@believmckinney.org](mailto:info@believmckinney.org) and someone will respond as soon as they can. Please be patient with us as we all have full time jobs and do this on the side ☺.

**WHAT TIME DO I NEED TO ARRIVE?** To enjoy all the festivities we recommend 7am! The main streets leading up to Mitchell Park (Starting Line), Louisiana Street and Virginia Street, will close promptly at 7:45. This can cause a problem as people do not know the back ways to get to Mitchell Park. If you are going to be late we recommend you take Highway 5 (McDonald St) and go west on Hunt Street where you can find parking and walk towards the square. Mitchell Park is one block west of the Historic Square.

**WHERE ARE THE RESTROOMS?** Restrooms will be open in the Court House (also known as MPAC) starting at 6am. We have 10 Port-a-lets located in the parking lot adjacent to Cadillac Pizza. Between Wood Street and Kentucky Street.

**MORNING COFFEE?** There are multiple Coffee Houses located around the square. Please visit our sponsor, Peachy Keen Yogurt (look for coupon in race bag), for hot coffee and some heavenly baked goodies! Located: 224 E Virginia St., McKinney, TX. (straight down Virginia street just a bit passed Tennessee on the right).

**WHAT TIME IS THE SUNRISE CELEBRATION?** Starting at 7:30 on the Christmas tree stage there will be a special Believe! message for all ages to enjoy and participate.

**WHERE IS THE GREAT SANTA CHASE?** Starting at 8:15 the kids need to line up off of Virginia Street and Wood Street behind the Great Santa Chase Banner. Mayor "SANTA" Loughmiller, will be arriving at 8:20 and will run with the kids to the finish line. The Elves and "MAC"Kinney will meet the kids and award them all with a small gift from Santa. You don't want to miss this fun event featuring Maylee Thomas and George Fuller singing with all the children. Truly one of our most favorite events of the morning! All kids 12 and under are encourage to participate (IT'S FREE!).

**MAYORS 5K KIDS CHALLENGE?** Any child that signs up and completes the 5K (they need to be timed) will receive a certificate, very special Believe! 2012 dog tag and a picture with Mayor Loughmiller. Don't forget your cameras. These will be awarded in front of the stage during the Awards Ceremony located one block east of the Square; Main Stage.

**PAIR TO CARE?** Yes we are still accepting new athletic shoes on behalf of students of MISD. If you would like to bring a new pair of shoes on race day you will get \$5.00 off the \$35.00 race day registration fee.

**CHRONOTRACK TIMING?** Will be used at this event. You must wear a chip to be timed and to be eligible for awards. All 10K participants will automatically be timed.

**SPECIAL NOTES:** We are asking that walking participants ONLY walk the 5K or 1 Mile routes. 10K is for runners ONLY. If you are pushing a stroller or plan on walking please line up towards the back of the starting line so we can safely maneuver the participants through the starting area of the course. No bikes, scooter, or street skates permitted. You must have your RACE BIB visible during the event and while on the course or you will be removed from the event. Dogs are welcome! Please make sure you follow city ordinances regarding leash laws and always clean up after your pet. Please remember to secure all personal items. Believe! is not responsible for any items left unattended or in your vehicles. Event will take place rain or shine. Believe! reserves the rights to cancel due to severe weather. In that case your entry fees will be donated to the preschool scholarship fund. Thank you on behalf of the 2012 Believe! Team for being part of our event!

Parking and Course maps can be found on the back of this page.

### Race Day Schedule

**6:00 am – Volunteer Check-In**

**7:00 am- Race Registration**

**7:30 am- Sunrise Celebration**

**8:00 am- 10K**

**8:15 am – The Great Santa Chase**

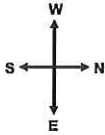
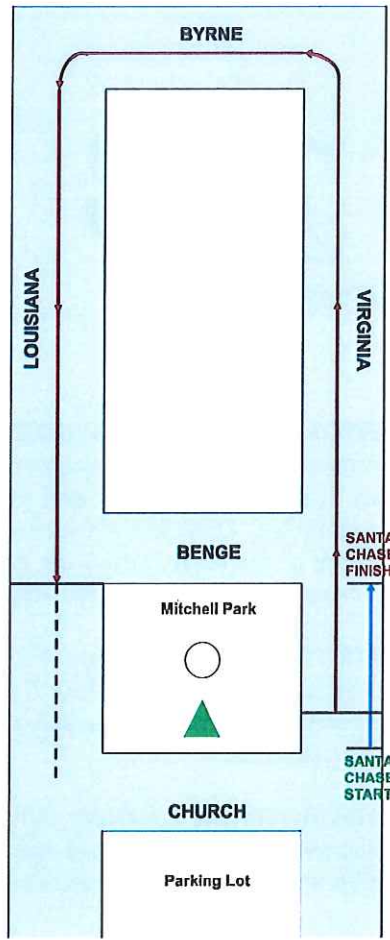
**8:20 am – Warm Up**

**8:30 am – 5K and 1 Mile Holiday Walk**

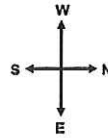
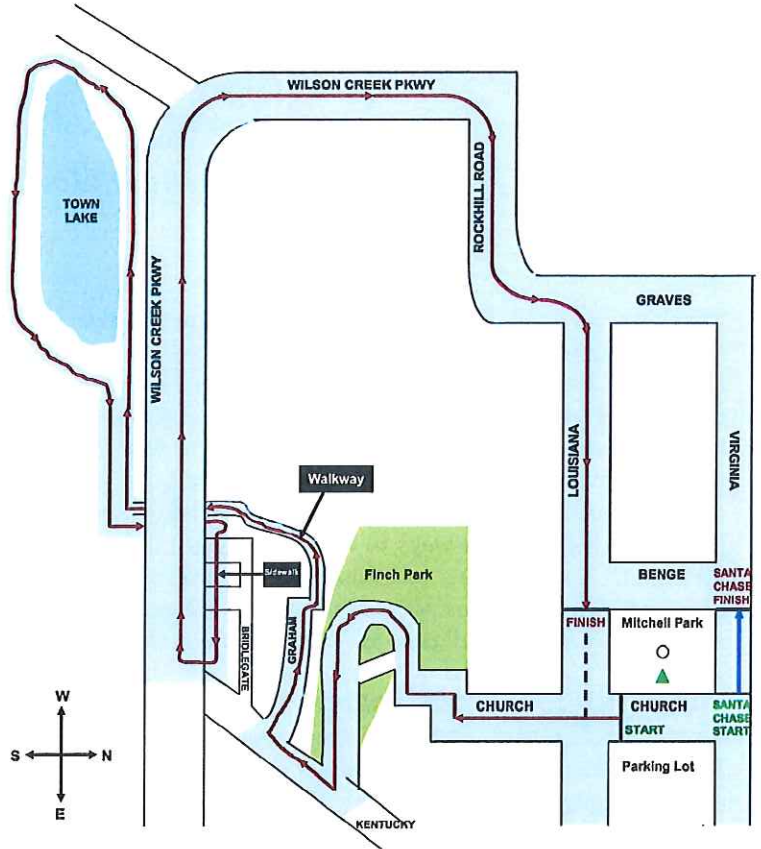
**9:45 am – Award Ceremony**



**1 MILE WALK**  
8:30 am

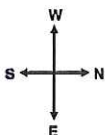
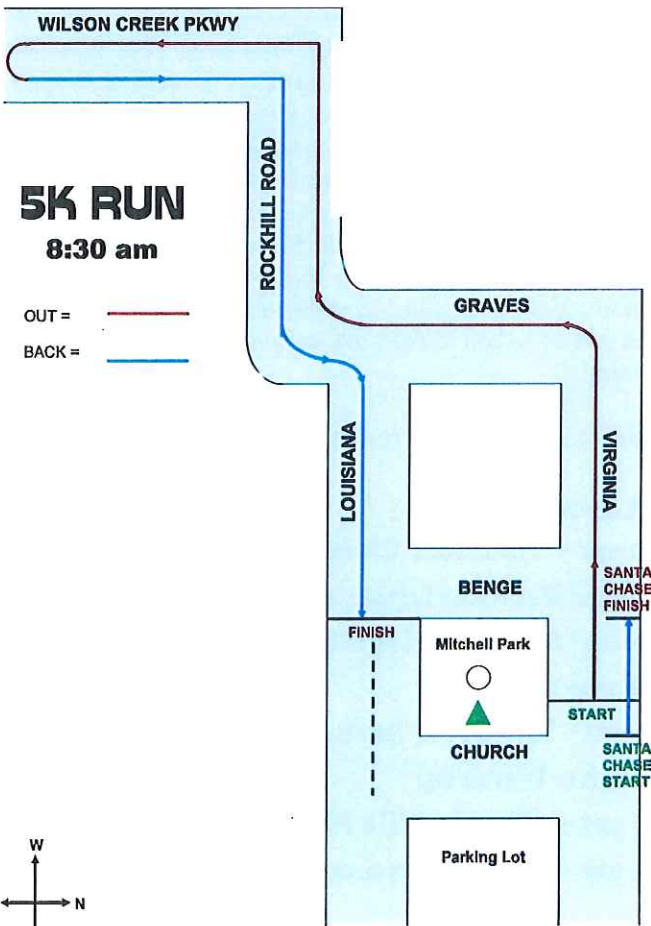


**10K RUN**  
8:00 am



**5K RUN**  
8:30 am

OUT =   
BACK =

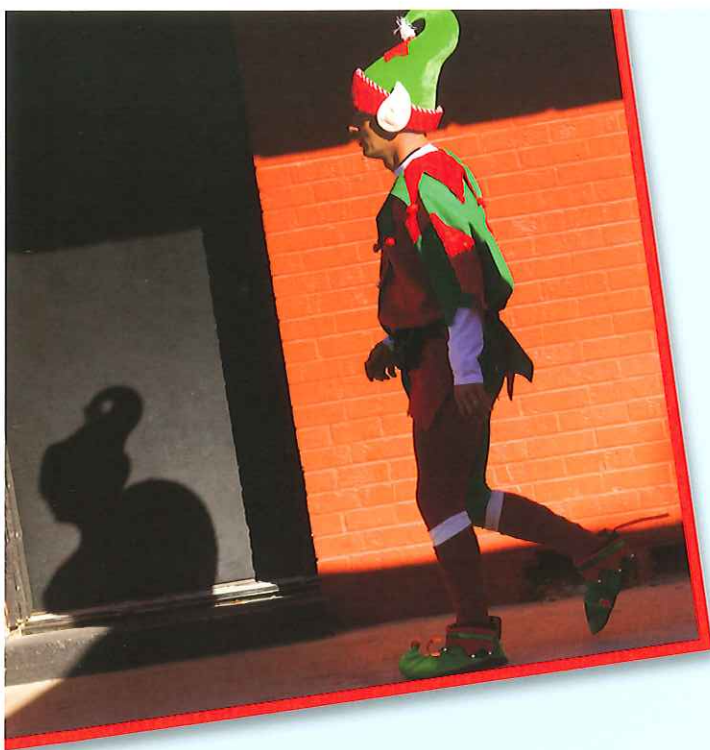


**THREE FOR FREE**  
PARKING GUIDE

**McKINNEY**  
Larger by nature.

www.mckinneytexas.org





# Believe! 2012

[www.believmckinney.org](http://www.believmckinney.org)

## Where & When

Saturday, November 24th, 2012

Certified 10K, 5K and 1 Mile Run/Walk

Benefiting Holy Family School's  
Scholarship Fund

Historic Downtown McKinney  
Mitchell Park

During Dickens of a Christmas

## Schedule of Events:

- 6:00 am - Volunteer Check-in
- 7:00 am - Race Registration
- 7:30 am - Sunrise Celebration
- 7:30 am - Mac's Team Photos
- 8:00 am - 10K
- 8:15 am - The Great Santa Chase
- 8:20 am - Warm Up
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## DICKENS OF A CHRISTMAS HOME FOR THE HOLIDAYS

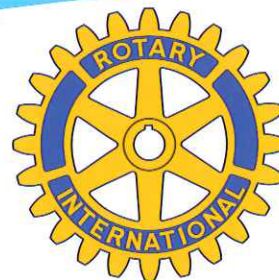
Thanksgiving Weekend  
[www.DowntownMckinney.com](http://www.DowntownMckinney.com)  
972.547.2660



Special performance  
by the  
Maylee Thomas Band!

Rotary Club of McKinney  
13th Annual  
Christmas Parade of Lights  
"A Star Spangled Christmas"  
Saturday December 1st  
at 6:30pm  
Historic Downtown Square

**Presented by:**



**McKinney Rotary Club**

**Sponsored by:**



**MCKINNEY** Community Development Corporation  
Community investment. Hometown results.  
Learn about the quality of life projects we support.  
[mckinneycdc.org](http://mckinneycdc.org)



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