



McKinney's

DIA DE LOS MUERTOS CELEBRATION

Brought to you by:

THE LEGACY KEEPERS OF OLD EAST MCKINNEY

LEGACY KEEPERS PURPOSE:

- Use the strength of our unique identities in a collective framework to document, honor, and promote the historic legacies of McKinney's Black and Mexican communities
- Ensuring that all cultures are natural parts of the community's experience.

INITIATIVES AND EVENTS: (Past and Present)

- Black History Month Celebration in Downtown McKinney
- Tour of Ross Cemetery

WHAT IS DIA DE LOS MUERTOS? It's not Halloween...



- Key Elements Integrated
- Monarchs of McKinney

The background of the slide is a close-up photograph of several sugar skulls (calaveras) and skeletons made of white sugar paste. The skulls are decorated with orange and yellow accents, and some have small flowers or beads. The skeletons are simple, with visible limbs and heads. The overall scene is set against a dark, textured background, possibly a table or a display surface.

McKinney's

DIA DE LOS MUERTOS CELEBRATION

OBJECTIVES:

- Educate individuals about The Legacy Keepers of Old East McKinney
- Educate the community about McKinney's Mexican history
- Educate the community about other Latino groups in McKinney
- Educate the community about the true meaning behind Dia De Los Muertos
- Student and community engagement

THE TEAM



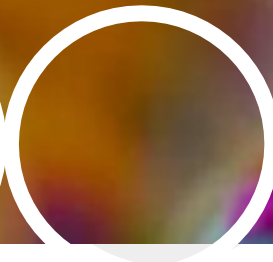
Jason
Hernandez

Both Beth and Jason work in conjunction as active contributing members of

The Legacy Keepers of Old East McKinney



Beth
Bentley



Wendy
Kidd

As a Certified Master Wedding Planner and founder of **Each & Every Detail**, Wendy will help to oversee planning, operations and logistics



Melissa
Patrello

As founder of **StageWorthy Arts**, a McKinney based theatrical design studio, Melissa will head up decor and design



Blynda
Christian

Blynda brings 19 yrs of experience as founder and director of **McKinney's Krewe of Barkus** Mardi Gras Dog Parade and Costume Contest



Kim
Hughes

As the Administrative Director for **Grace To Change** Kim will step in to be our Food-Truck and Vendor Onsite Coordinator



Theresa
Johnston

As a former Director of Social Media, Advertising and Public Relations, Theresa will organize the Dia De Los Muertos Costume Contest



Budget Planning

Marketing, Advertising, Outreach Activities and Promotional Channels

| Description | Total Costs |
|---|--------------------|
| Website 1 year hosting - \$250 Website Design donated by Wendy Kidd @ \$2,500 | \$250.00 |
| Print 2000 tri-fold brochures to highlight Legacy Keepers | \$1,150.00 |
| 200 18"x24" posters for downtown businesses to display | \$925.00 |
| 2 8'x10' Customized murals to be displayed downtown | \$2,400.00 |
| Social media ads on all channels | \$1,000.00 |
| Advertise on billboard rider along Central Expwy in McKinney (Hobson Signs) | \$450.00 |
| Yard signs along Virginia St | \$500.00 |
| Branding elements such as logo, t-shirt design and poster design | \$1,800.00 |
| Photographer to capture event to create content for website & social media | \$3,000.00 |
| Videographer to capture event to create content for website & social media | \$3,000.00 |
| Local newspapers - Community Impact, McKinney Courier Gazette | \$0.00 |
| Local News Interview | \$0.00 |
| Create social media presence - Facebook, Instagram, TikTok and Twitter | \$0.00 |
| | \$0.00 |
| Budget Total | \$14,475.00 |

ESTIMATED INCOME and OVERALL EVENT BUDGET TOTAL

EXPENSES

\$1,000 Misc.
\$3,000 DJ and Entertainment
\$1,500 Stage, a/v, Equipment,
Generator
\$1,200 Police x 2
\$500 Porta Potty Rental
\$7,500 Decor
\$2,000 Storage
\$16,700 Total before Marketing
Budget
\$14,475 Marketing Budget
\$31,175 OVERALL BUDGET TOTAL

INCOME

\$1,000 Vendors 20 @ \$50
\$15,000 Sponsorships
\$5,000 + \$1,500, (4) + \$500 (8)
\$1,500 Food Trucks 3 @ \$350
\$4,000 Alcohol
Dia De Los Muertos themed beer
provided by TUPPS

ESTIMATED INCOME \$21,050

The background image shows an outdoor event at night. The ceiling is decorated with numerous colorful paper lanterns in shades of yellow, green, blue, and orange. Below, there are tables covered with white cloths, set with plates of food and drinks. In the background, a person is visible near a table, and there are some structures and lights, suggesting a festival or community gathering.

MEASURING SUCCESS

Achieving Objectives Outlined For The Event

Attendance:

- 3,000-5,000 Attendees expected
- Potentially 40% non-McKinney residents attending

Monetary Impact:

- Establish a baseline and cover the costs
- All excess funds will go to support Legacy Keepers

Educational Impact:

- Engage residents and visitors in awareness of Hispanic and Black culture and heritage in McKinney
- Gain a larger audience, team of volunteers and ambassadors for Legacy Keepers