



Rotary

Club of McKinney

*Annual*  
**CHRISTMAS  
PARADE *of*  
LIGHTS**





# Rotary Club of McKinney



## 25th Annual McKinney Rotary Christmas Parade of Lights

- Prizes for best floats
- VIP reception and priority seating
- McKinney School Bands/Groups featured
- McKinney PD and Mounted Patrol
- Local businesses, clubs, charities, families, etc.
- Historic Downtown McKinney
- 100% Proceeds to the McKinney Rotary Foundation



CREATE HOPE  
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## *24<sup>th</sup> Annual McKinney Rotary Christmas Parade of Lights*

### **“Christmas Movie Magic”**

2023 Parade had 105 floats signed up! 96 floats plus 9 cars for dignitaries. That’s nearly 1,800 participants.

Featuring local businesses, charities and community leaders

- Attendance of 30,000 +. 96 floats participated.
- Thanks to the support of the MCDC, the McKinney Rotary Foundation had a net gain of \$12,362.78.



THOUSANDS OF ATTENDEES

# MCDC

McKINNEY COMMUNITY  
DEVELOPMENT CORPORATION



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# Rotary Club of McKinney

## *24<sup>th</sup> Annual McKinney Rotary Christmas Parade of Lights*

### Marketing Budget

- \$7,500 spent on marketing and advertising in 2023.
- 2024 planned marketing budget is \$7,500.00.
  - Additional marketing costs will be subsidized by the club
- We intend to use the same marketing approach this year, as well as increase online and social media marketing.
- With last year's expenses, and this year's anticipated expenses on marketing and advertising, we are requesting \$7,500.



COLORFUL FLOATS

**MCDC**  
McKINNEY COMMUNITY  
DEVELOPMENT CORPORATION



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# Rotary Club of McKinney



## GO & DO | HOLIDAY PLANNER

### PARADES & PROCESSIONS

Watching the Macy's Thanksgiving Day Parade is a beloved holiday tradition, but many will expect you have to see it firsthand to get the full experience. While this can be hard, there are plenty of ways to get to the Christmas spirit without leaving your home. One of the best ways to do this is by watching the parade on TV. Check out our list of the best places to watch the parade on TV.



**IT'S THE SPIRIT OF CHRISTMAS** that is the focus of the 23rd Annual Christmas Parade of Lights. The parade will feature floats, bands, and Santa Claus himself. The parade will start at 6:30 pm and will run through downtown McKinney. The parade is free and open to the public. For more information, visit [McKinneyParadeOfLights.com](http://McKinneyParadeOfLights.com).



**McKinney Rotary Christmas Parade of Lights**  
December 12, 2019

TWO DAYS until Christmas comes to historic downtown McKinney. We hope to see you Saturday, December 14th at the holiday festivities!

A special thank you to the McKinney Community Corporation, North Texas Job Corps and Tomes stalwart support of this wonderful event. We see you!

**McKinney Rotary Christmas Parade of Lights**  
December 13, 2019

The wait is almost over...TOMORROW is the big day!! Christmas comes to historic downtown McKinney, with the 20th Annual Christmas Parade of Lights. Please join us at 6:30 pm for festive holiday floats, historic fire engines, bands and Santa himself!

Parking in downtown McKinney is limited, and visitors and parade spectators are encouraged to ride the free trolley. Trolley service will be available from 5pm to 9pm and will run approximately ever 15 min from the First Baptist Church. See More



Audi McKinney



## 23rd Annual CHRISTMAS PARADE of LIGHTS

SATURDAY, DECEMBER 10TH AT 6:30PM  
HISTORIC DOWNTOWN MCKINNEY

ALL PROCEEDS BENEFIT CHARITIES SUPPORTED BY THE MCKINNEY ROTARY CLUB

Rotary Club of McKinney | McKinneyParadeOfLights.com | Special Thanks to: CBTx, MCDC

## Rotary Club of McKinney

### 23rd Annual CHRISTMAS PARADE of LIGHTS

SATURDAY, DECEMBER 10TH 6:30PM  
HISTORIC DOWNTOWN MCKINNEY

Enjoy beautifully decorated floats, McKinney ISD Drill Teams and Bands, antique fire trucks, and of course Santa! This year's parade theme is "Christmas in the Heartland". Special thank you to our presenting sponsor Commercial Bank of Texas & to McKinney Community Development Corporation for their support.

See event information here  
[McKinneyParadeOfLights.com](http://McKinneyParadeOfLights.com)

CBTx Commercial Bank of Texas, N.A. | MCDC MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

## Rotary Club of McKinney, TX

### ANNUAL CHRISTMAS PARADE OF LIGHTS

MCDC MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

- ▶ 2024 Marketing strategy:
  - ▶ Radio- \$2,800
  - ▶ Newspaper- \$1,600
  - ▶ Posters- \$160
  - ▶ Yard signs- \$740
  - ▶ Social media- \$1,000
  - ▶ MPAC Banners- \$1,200





# Rotary Club of McKinney

## *25<sup>th</sup> Annual McKinney Rotary Christmas Parade of Lights*

Questions?



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