



McKinney Public Library

SPECIAL EVENTS PROMOTIONS

Library Goals

- Host cultural events designed to reach new audiences
- Provide program experiences that are not easily duplicated elsewhere



Fall Special Events

Special Event	Date/Location	Previous Attendance
Library Palooza	Sept. 7 at RHH	
Fire Safety Day	Oct. 5 at JJG	2023 = 500 attendees
Diwali	Oct. 18 at RHH	2021 = 1,300 attendees
Halloween Haunt	Oct. 26 at RHH	2023 = 900 attendees
Fall Y'all	Nov. 9 at JJG	2022 = 800 attendees
Thanks & Giving	Nov. 26 at JJG	2023 = 150 attendees
Winter Jubilee	Dec 7 at JJG	
Caroling on the Square	Dec. 14 at RHH	2023 = 100 attendees
Noon Years Eve	Dec. 31 at RHH	2023 = 500 attendees







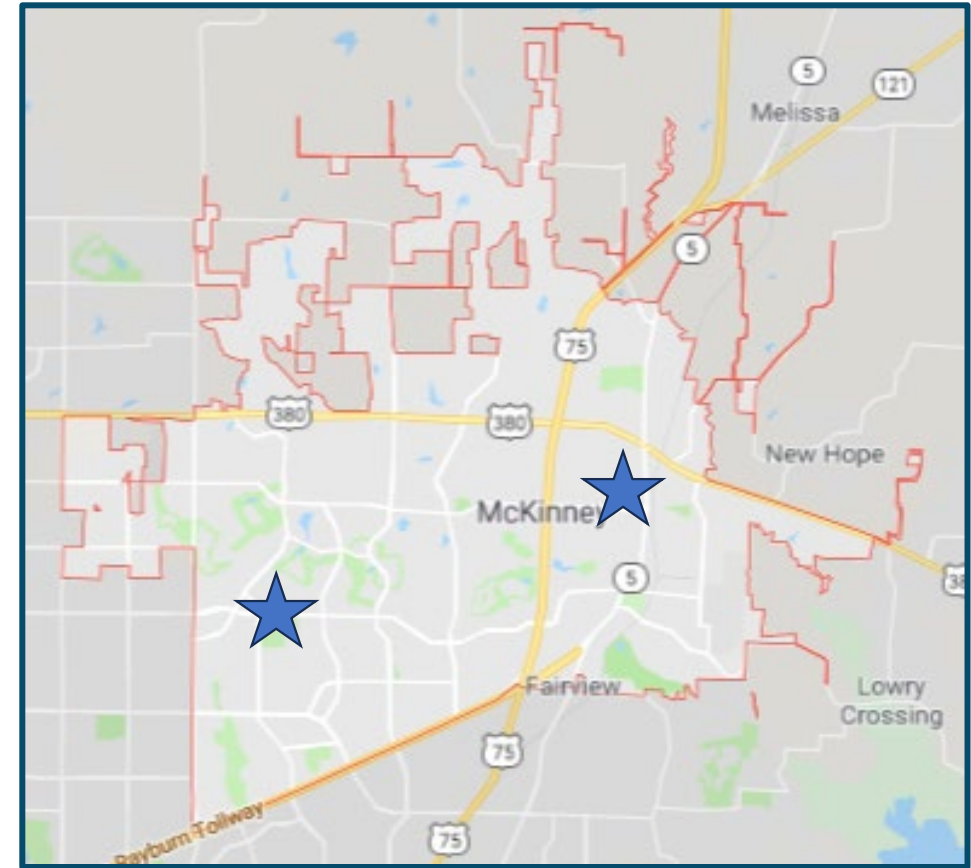
Benefit of Library Locations

Roy & Helen Hall Memorial Library

- Downtown McKinney, north gateway into Historic Downtown

John & Judy Gay Library

- Eldorado Parkway, in Gabe Nesbitt Park



Special Event Marketing

Marketing Channel	Reach	Cost
Library Facebook	5,000 followers	\$0
Library Newsletter	10,200 emails	\$0
City of McKinney Newsletter	114,500 emails	\$0
Digital Signage	NA	\$0

Paid Marketing

Community Impact (1/4 page)		\$792
Social Media	5k-20k impressions	\$150

Total Per Event: \$942

Marketing Examples





Library Newsletter

Thank You!



Library Facebook