



Rotary

Club of McKinney

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





# Rotary Club of McKinney

## 20<sup>th</sup> 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





# Rotary Club of McKinney



## Marketing strategy:

- ▶ Radio
- ▶ Newspaper
- ▶ Posters
- ▶ Yard signs
- ▶ Social media
- ▶ MPAC Banners

### GO & DO | HOLIDAY PLANNER

#### PARADES & PROCESSIONS

Watching the Macy's Thanksgiving Day Parade on TV is a holiday tradition, but some will agree you have to see it firsthand to get the full experience. While there are no Macy's parades in McKinney, the McKinney Christmas Parade of Lights is a celebration of the holiday season that is not to be missed. The parade is a tradition that has been celebrated for 18 years and is a great way to spend the evening with family and friends. The parade is held in historic downtown McKinney and features a variety of floats, bands, and antique firetrucks. The parade is a great way to celebrate the holiday season and is a tradition that is not to be missed.



**MCKINNEY CHRISTMAS PARADE OF LIGHTS** Celebrating 18 years of spreading Christmas cheer, the McKinney Rotary Club's annual parade is themed "Making a Difference." The event features themed floats, performances by McKinney ISD bands and drill teams, antique firetrucks and — last but not least — Santa Claus.

■ Dec. 9 at 6:30 p.m., starting and ending at Hunt and Tennessee streets in historic downtown McKinney. Free. [mckinneyparadeoflights.com](http://mckinneyparadeoflights.com).

34 | NOVEMBER 2017 | QUARTER 4 | THE MCKINNEY ROTARY CLUB | COMMUNITY

### NORTH TEXAS HOLIDAY CALENDAR

**NOV 24**  
THURSDAY  
MARTIN LUTHER KING, JR. CHRISTMAS SERVICE  
McKinney Community Center, 1111 S. Flower St., McKinney, TX 75069. 6:00 p.m. Free. All are invited.

**NOV 26-28**  
THURSDAY-FRIDAY-SATURDAY  
HOMER FOR THE HOLIDAYS  
McKinney Community Center, 1111 S. Flower St., McKinney, TX 75069. 6:00 p.m. Free. All are invited.

**NOV 29-31**  
SATURDAY-SUNDAY  
CHRISTMAS IN THE SQUARE  
McKinney Community Center, 1111 S. Flower St., McKinney, TX 75069. 6:00 p.m. Free. All are invited.

**NOV 30-DEC 1**  
SATURDAY-SUNDAY  
CHRISTMAS ON THE SQUARE  
McKinney Community Center, 1111 S. Flower St., McKinney, TX 75069. 6:00 p.m. Free. All are invited.

**NOV 24-25**  
THURSDAY-FRIDAY  
CREATIVE ARTS  
McKinney Community Center, 1111 S. Flower St., McKinney, TX 75069. 6:00 p.m. Free. All are invited.

**DEC. 9 6:30 P.M. PARADE OF LIGHTS**  
Downtown McKinney  
The McKinney Rotary Club's annual parade will include decorated floats, drill teams and bands, antique fire trucks and Santa. There is still time to sign up as a participant or sponsor. See details at [McKinneyParadeofLights.com](http://McKinneyParadeofLights.com).

Making a Difference

## 18th Annual CHRISTMAS PARADE of LIGHTS

SATURDAY, DECEMBER 9TH  
HISTORIC DOWNTOWN MCKINNEY  
6:30PM

ALL PROCEEDS BENEFIT CHARITIES SUPPORTED BY THE MCKINNEY ROTARY CLUB

[McKinneyParadeOfLights.com](http://McKinneyParadeOfLights.com)

Rotary Club of McKinney Special Thanks to: MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

Making a Difference

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Rotary Club of McKinney

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SATURDAY, DEC. 9TH  
AT 6:30PM

HISTORIC DOWNTOWN MCKINNEY

[MCKINNEYPARADEOFLIGHTS.COM](http://MCKINNEYPARADEOFLIGHTS.COM)

Emceed by KLAQ's own Alan Freeman, the parade will include beautifully decorated floats, McKinney ISD drill teams and bands, antique fire trucks, and of course—Santa! We hope to see you there! Special thanks to the McKinney Community Development Corporation for their support.

"On the eve of the McKinney Rotary Club's 100th anniversary, we are proud to once again bring the Parade of Lights to Historic Downtown McKinney. We are so grateful for the participants and sponsors that make the parade possible and whose donations benefit the charities supported by the McKinney Rotary Club."

—Tim Baker, President 2017-18, McKinney Rotary Club  
OUR CLUB'S MISSION: "Service Above Self" Making a difference at home and around the world.

SPECIAL THANKS TO: MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

Rotary Club of McKinney, TX

## Annual CHRISTMAS PARADE of LIGHTS

"Making a difference"

December 9, 2017 @ 6PM

Historic Downtown McKinney

Special Thanks To: MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

[McKinneyParadeofLights.com](http://McKinneyParadeofLights.com)





# Rotary Club of McKinney

## *20th Annual McKinney Rotary Christmas Parade of Lights*

### “A Hometown Christmas”

2019 Parade had 66 floats/participants!

Featuring local businesses, charities and community leaders

- Previous years attendance numbers were 11,000 +
- Thanks to the support of the MCDC, the McKinney Rotary Foundation had a net gain of \$6,927.00



BE THE INSPIRATION



FUNDED IN PART BY  
**McKINNEY  
COMMUNITY  
DEVELOPMENT  
CORPORATION**

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## *20th Annual McKinney Rotary Christmas Parade of Lights*

### Marketing Budget

- Over 5,000 spent on marketing and advertising in 2018
- We intend to use the same marketing approach this year as well as increase online and social media marketing
- With last years expenses, and this years anticipated expenses on marketing and advertising, we are asking for 7,500



BE THE INSPIRATION



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Questions?

