

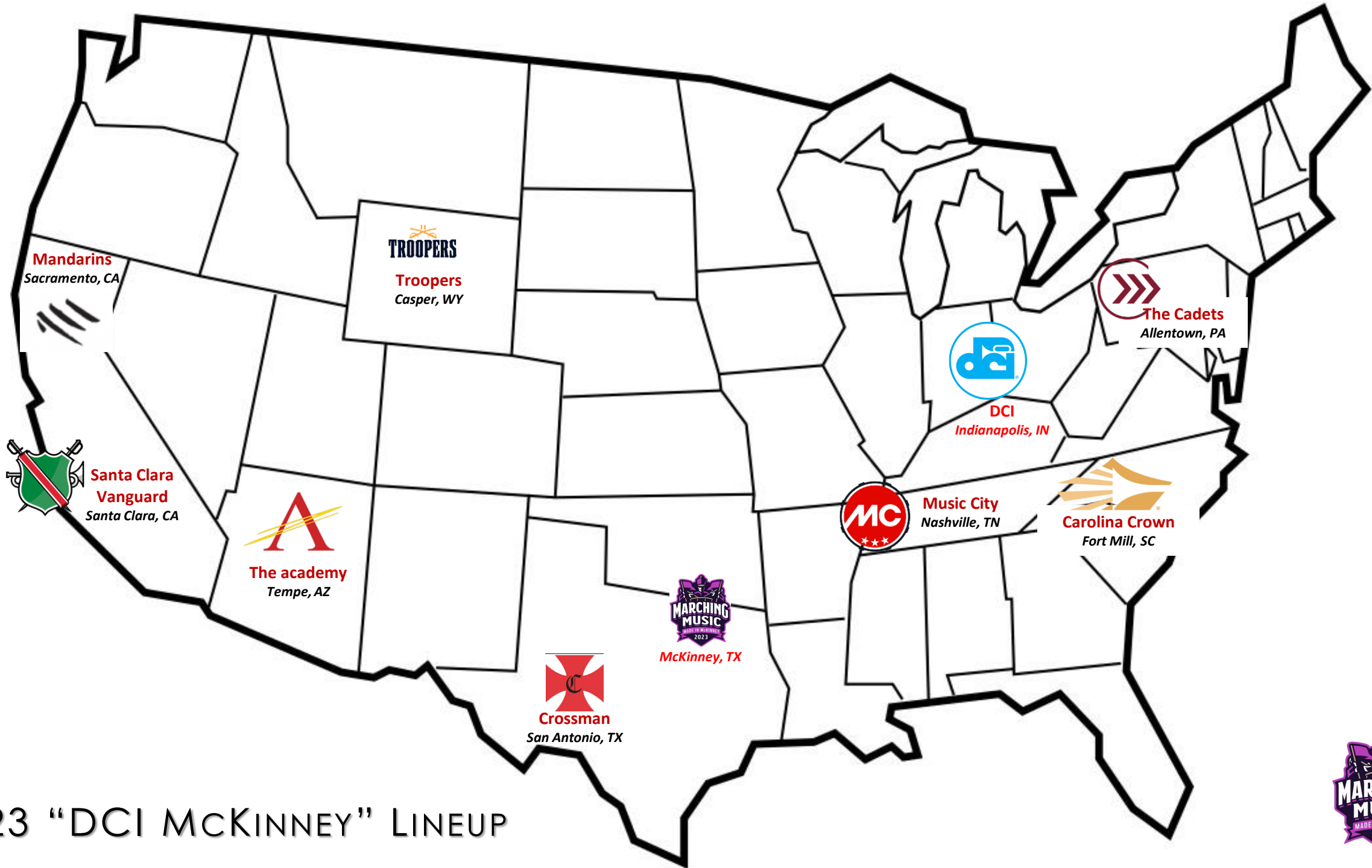
DEAN CIMINI

*REPRESENTING*

MARCHING MUSIC  
MADE IN MCKINNEY

2023





**Mandarins**  
Sacramento, CA

**TROOPERS**  
**Troopers**  
Casper, WY

**The Cadets**  
Allentown, PA

**DCI**  
Indianapolis, IN

**Santa Clara Vanguard**  
Santa Clara, CA

**The academy**  
Tempe, AZ

**MC**  
Music City  
Nashville, TN

**Carolina Crown**  
Fort Mill, SC

**MARCHING MUSIC**  
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2023

**Crossman**  
San Antonio, TX

# 2023 "DCI MCKINNEY" LINEUP



# JULY 2023

Sunday 23rd

DCI corps begin  
arriving in McKinney



Monday 24<sup>th</sup>

**DRUMLINE  
BAGGLE**

@

**TUPPS  
BREWERY**



Tuesday 25th

DCI McKinney  
Competition



# EVENT & PROMOTIONAL GOALS

## 2023 EVENTS

- 2<sup>nd</sup> annual events
- Expect ~500 attendees at the Tupps for the Drumline battle & and 4,500+ fans at DCI Competition
- We are working with DCI to broadcast the competition globally on FloMarching.com
- Proceeds benefit MISD band programs & local businesses

## PROMO GOALS & GRANT REQUEST

- Current objective = support event-related marketing & promotion
- Advertising & promotion expected to reach fans as far as 300 miles (Austin, San Antonio, OK/AK/LA corner)
- Social channels & DCI fan groups extend reach internationally
- Projected Revenue = \$40,500
- MCDC request = \$5,600 for promotional support

*This is MORE than just a single-day band event – this is a multi-day promotion of the entire McKinney community!*



# THANK YOU!

*DEAN CIMINI*

*PRESIDENT MARCHING MUSIC MADE IN MCKINNEY*

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