



Rotary

Club of McKinney

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





# Rotary Club of McKinney



## 21<sup>st</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





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### “Rockin’ Around the Christmas Tree”

2019 Parade had 78 floats/participants!

Featuring local businesses, charities and community leaders

- Attendance of 16,000-20,000
- Thanks to the support of the MCDC, the McKinney Rotary Foundation had a net gain of \$5,543.20.



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**McKINNEY  
COMMUNITY  
DEVELOPMENT  
CORPORATION**

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### Marketing Budget

- Just under \$6,000 spent on marketing and advertising in 2019.
- 2020 marketing budget is \$7,500
  - 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



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Questions?

