



Rotary

Club of McKinney

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





# Rotary Club of McKinney



## 22nd 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

## *22<sup>nd</sup> Annual McKinney Rotary Christmas Parade of Lights*

### “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.



BE THE INSPIRATION



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

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## *22<sup>nd</sup> Annual McKinney Rotary Christmas Parade of Lights*

### Marketing Budget

- Just under \$6,000 spent on marketing and advertising in 2019.
- 2021 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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## GO & DO | HOLIDAY PLANNER

### PARADES & PROCESSIONS

Watching the Macy's Thanksgiving Day Parade on TV makes a beloved holiday tradition, but now you will expect you have to see it firsthand to get the full experience. While this can be a lot of fun, it can also be a lot of stress. The Macy's Thanksgiving Day Parade is one of the most famous parades in the world, and it's a great way to spend the day with family and friends. However, it can be a lot of stress to get to the parade on time, especially if you are traveling from out of town. Here are some tips to help you make the most of your day at the parade.



**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).

**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 6:30 pm for all of 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**



*Making a Difference*

## 20th Annual ROTARY CHRISTMAS PARADE of LIGHTS

SATURDAY, DECEMBER 14TH  
HISTORIC DOWNTOWN MCKINNEY  
6:30PM

ALL PROCEEDS BENEFIT CHARITIES SUPPORTED BY THE MCKINNEY ROTARY CLUB

McKinneyParadeOfLights.com

Rotary Club of McKinney

## 20th Annual CHRISTMAS PARADE of LIGHTS

SATURDAY, DEC. 14TH  
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 "A Hometown Christmas". Special thanks to the McKinney Community Development Corporation for their support.

For More Information, please go to [McKinneyParadeOfLights.com](http://McKinneyParadeOfLights.com)

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HISTORIC DOWNTOWN MCKINNEY

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Rotary Club of McKinney | [McKinneyParadeOfLights.com](http://McKinneyParadeOfLights.com) | Special Thanks to: McKinney Community Development Corporation

- ▶ 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

## Historic Downtown McKinney

### 20th Annual CHRISTMAS PARADE of LIGHTS

Saturday Dec. 14, 2019 6:30PM

Special Thanks To:

FUNDED IN PART BY MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

McKinneyParadeOfLights.com



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Questions?



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