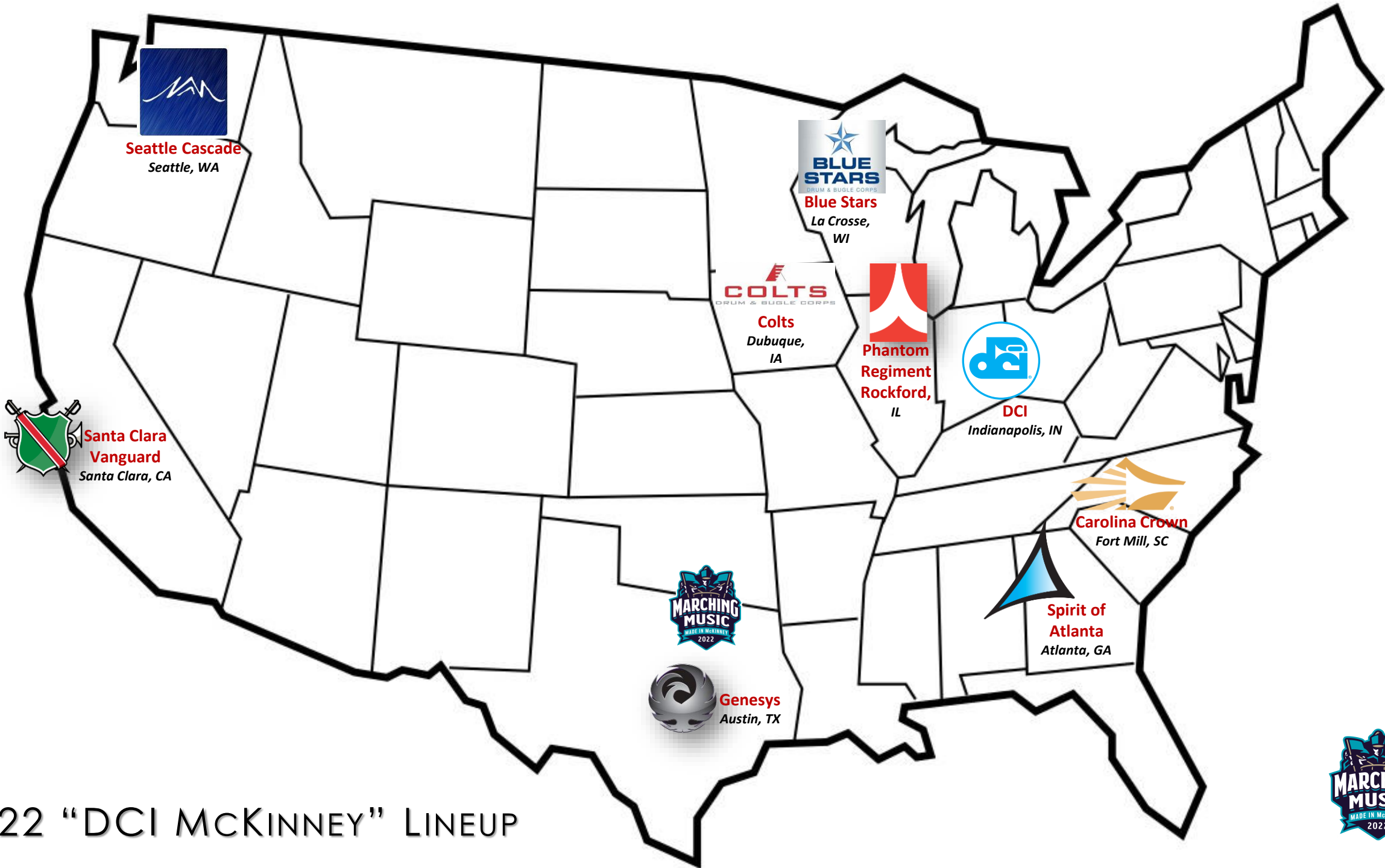


DEAN CIMINI

*REPRESENTING*

MARCHING MUSIC  
MADE IN MCKINNEY  
2022





**Seattle Cascade**  
Seattle, WA



**Santa Clara Vanguard**  
Santa Clara, CA



**Blue Stars**  
La Crosse, WI



**Colts**  
Dubuque, IA



**Phantom Regiment**  
Rockford, IL



**DCI**  
Indianapolis, IN



**Carolina Crown**  
Fort Mill, SC



**Spirit of Atlanta**  
Atlanta, GA



**Genesys**  
Austin, TX

# 2022 "DCI MCKINNEY" LINEUP



# JULY 2022

SUNDAY		MONDAY		TUESDAY	
24		25		26	
DCI corps begin arriving in McKinney				MISD Middle School BANDtastic!	
					
				DCI McKinney Competition	
					



# EVENT & PROMOTIONAL GOALS

## 2022 DCI MCKINNEY EVENT

- Inaugural event
- 400 attendees at the Tupps Drum Line battle & 4,500-6,000 at DCI Competition
- Broadcast 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
- Event budget = \$40,650
- MCVB request = \$3,000

*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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