CHRISTMAS PARADE of LIGHTS



Club of McKinney

Challense



Club of McKinney

20th 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







Marketing strategy:

Newspaper

Club of McKinney

GO & DO HOLIDAY PLANNER Fire more sevennel tu t Guidel.hvn.com/holiday

> 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. mckinnevparadeoflights.com

Posters

Radio

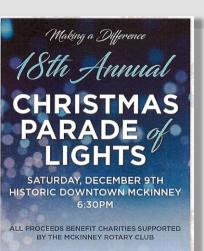
Yard signs

Social media

MPAC Banners







McKinneyParadeOfLights.com



18th Annual CHRISTMAS PARADE of LIGHTS

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

ALL PROCEEDS BENEFIT CHARITIES SUPPORTED BY THE MCKINNEY ROTARY CLUB





Rotary

Club of McKinney

AT 6:30PM HISTORIC

DOWNTOWN MCKINNEY MCKINNEYPARADEOFLIGHTS.COM

mceed by KLAK's own Alan eemont, 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 o the McKinney Community Development Corporation for

their support. "On the eve of the McKinney Rotary Club's 100th anniversary ve are proud to once again bring the Parade of Lights to listoric Downtown McKinney.

We are so grateful for the articipants and sponsors that nake the parade possible and whose donations benefit the charities supported by the McKinney Rotary Club."

DEVELOPMENT

PECIAL THANKS TO







Rotary 1

Annual

CHRISTMAS

PARADE

LIGHTS

Making a difference"

December 9, 2017

@ 6PM

Club of McKinney, TX

McKinneyParadeofLights.com











^{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



THOUSANDS OF ATTENDEES

FUNDED IN PART BY McKINNEY COMMUNITY DEVELOPMENT CORPORATION





Club of McKinney

^{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





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^{20th} Annual McKinney Rotary Christmas Parade of Lights

Questions?



