Annual
**CHRISTMAS
PARADE** *of*
LIGHTS

Rotary

Club of McKinney

Challenger

Rotary 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

BE THE INSPIRATION

Rotary Club of McKinney

- **Marketing strategy:**
  - Radio
  - Newspaper
  - Posters
  - Yard signs
  - Social media
  - MPAC Banners

Rotary Club of McKinney

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

LOCAL DINING & SHOPPING SUPPORTS MY McKINNEY

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McKINNEY COMMUNITY DEVELOPMENT CORPORATION

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Rotary Club of McKinney

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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

COLORFUL FLOATS

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Questions?

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