

Annual
**CHRISTMAS
PARADE *of*
LIGHTS**

Rotary



Club of McKinney



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



Rotary Club of McKinney



GO & DO | HOLIDAY PLANNER

PARADES & PROCESSIONS

Watching the Macy's Thanksgiving Day Parade on TV creates a beloved holiday tradition, but some will agree you have to see it firsthand to get the full experience. While this can be true, plenty of ways to get in on the Christmas spirit are available in McKinney.



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.

McKinney Christmas Parade of Lights 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. The parade is free and open to the public. For more information, visit mckinneyparadeoflights.com.

34 December 8, 2017 McKinney News

NORTH TEXAS HOLIDAY CALENDAR

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THURSDAY

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THURSDAY

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



BE THE INSPIRATION



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

Rotary 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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Questions?

