



#### Club of M

## 21st 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

21st 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.









# 21st Annual McKinney Rotary Christmas Parade of Lights Marketing Budget

- Just under \$6,000 spent on marketing and advertising in 2019.
- 2020 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.









### Club of McKinney

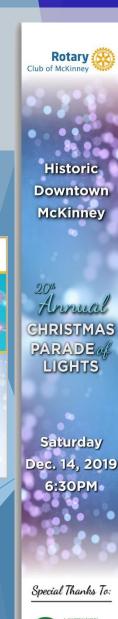
- Marketing strategy:
  - ► Radio- \$2,800
  - Newspaper- \$1,600
  - Posters- \$160
  - Yard signs- \$740
  - Social media- \$1,000
  - ► MPAC Banners- \$1,200











McKINNEY COMMUNITY DEVELOPMENT

McKinneyParadeofLights.com

Rotary

CHRISTMAS PARADE & LIGHTS

SATURDAY, DEC. 14TH

antique fire trucks, and of course-SANTA! This year's parade theme is

"A Hometown Christmas". Special thanks to the McKinney Communit

evelopment Corporation for their support.

Club of McKinney





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Questions?



