



EL AÑO DEL CORAZÓN

OCTOBER 17, 2026 | TUPPS BREWERY | FREE ENTRY

MCDC Promotional & Community Event Grant Presentation

WHO WE ARE

Free, family-friendly cultural festival, now in our 6th year, that honor Dia de los Muertos tradition through art, music, food, and remembrance, and keep McKinney connected all year long.

- **Event Activities:** Monarch Messages, Arts & Crafts (Adults & Kids), Community Alter, Community Art Installation, Choncla Toss, Stage Entertainment, Paid Catrina Contest, Face Painting, and Merchant Shops
- **Pre-Event Activities:** Cultural Workshop Series, McKinney Loteria Small Business Passport, Community Engagements



EVENT PROJECTIONS

DATE

October 17, 2026

VENUE

TUPPS Brewery

ADMISSION

FREE w/ VIP Tickets

ATTENDANCE

6,500+ last year

Demographics: All-ages, multigenerational families, young adults, and seniors; strong Hispanic/Latino participation.

Geographic: Attendees from across Collin County and the DFW metroplex; Attendees come from across the state of Texas and beyond.

Interests: Arts and culture, live music, food, family recreation, and local shopping.



HOW WE SHOWCASE MCKINNEY

- **Direct merchant dollars:** The McKinney Loteria passport sends festival audiences into 25 local businesses for six weeks (Hispanic heritage month through the end of October) — foot traffic, not just impressions.
- **Visitors who stay and spend:** Out-of-town attendees shop, dine, and explore downtown McKinney and the TUPPS district before and after the festival
 - A paid catrina contest is expected to bring more out of town visitors
- **Regional visibility:** DFW-wide marketing positions McKinney as the cultural destination for Dia de los Muertos in North Texas
- **Local business inside the festival:** McKinney sponsors, food vendors, florists, and makers are built into the event itself





EVENT LOGISTICS

- **Safety & security:** Coordinated security staffing, first aid station, and clear emergency procedures, refined over five festivals
- **Parking & traffic:** Dedicated on-site and overflow parking at TUPPS
- **Weather contingency:** Covered and indoor spaces at TUPPS provide built-in shelter; rain plan keeps core programming running
- **Staffing:** Volunteer corps plus committee leads for operations, vendors, decor, and marketing, with a day-of command structure
- **Timeline:** Vendor applications open now • Sponsor deadline August • Loteria launch Sept 15 • Festival Oct 17



2025 EXPENSES

BUDGET VS ACTUAL

Blue section are the MCDC qualified expenses

Expenses	Budget	Actual
Scholarship for Hispanic Students	\$3,000.00	\$3,500.00
Pre-Event Marketing Materials (promotional videos, flyers, cards, yard signs)	\$2,000.00	\$1,118.84
Local Newspapers (Community Impact & Star Local)	\$2,750.00	\$4,425.00
Local Radio	\$4,700.00	\$2,685.00
Social Media Ads	\$2,000.00	\$343.67
Website Content	\$3,550.00	\$3,500.00
Email Campaigns	\$420.00	\$226.24
Website Hosting	\$250.00	\$389.70
Event Day Marketing (stage banners, large posters, a-frame signs, informational brochures)	\$3,000.00	\$1,888.58
Photographer & Videographer	\$2,000.00	\$2,000.00
Artistic Decor	\$3,000.00	\$2,674.38
DJ & Entertainment	\$6,000.00	\$7,100.00
Security	\$1,500.00	\$903.00
Permit Fee	\$100.00	\$100.00
Stage, Sound & Lighting	\$10,000.00	\$12,250.00
Event Insurance	\$2,000.00	\$1,131.00
Porta potties	\$1,000.00	\$1,225.00
General Supplies	\$2,500.00	\$502.38
T-shirts for volunteers & sponsors	\$3,000.00	\$3,127.17
Butterfly Cutouts	\$200.00	\$192.50
Frontier Waste	\$300.00	\$141.16
Traffic Plan & Barriers	\$1,300.00	\$1,418.45
Storage	\$1,548.00	\$1,909.00
Runway for 2026	\$5,000.00	

\$12,298.75 SPENT

\$1,118.84

Pre-Event Marketing Materials

\$4,425.00

Local Newspapers

\$2,685.00

KLAK Radio

\$343.67

Social Media Ads

\$3,500.00

Website Content

\$226.24

Email Campaign

Read our story in **COMMUNITY IMPACT**



McKinney to unite, celebrate life at 5th annual Día de los Muertos Festival

MCDC MCKINNEY COMMUNITY DEVELOPMENT CORPORATION



10.11 | 2-8 PM

Dr. Glenn Mitchell Memorial Park

MckinneyDiaDelosMuertos.com



CELEBRATE WITH US AT

Dr. Glenn Mitchell Memorial Park

300 W. Louisiana St. McKinney, TX 75069

OCT 11 | 2-8 PM

MERCHANTS | FOOD TRUCKS
ART | MONARCH MESSAGES
CONTESTS | OFRENDAS



LEARN MORE
scan the QR code or visit
mckinneydiadelosmuertos.com



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Learn More

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MCCRAW
LAW GROUP



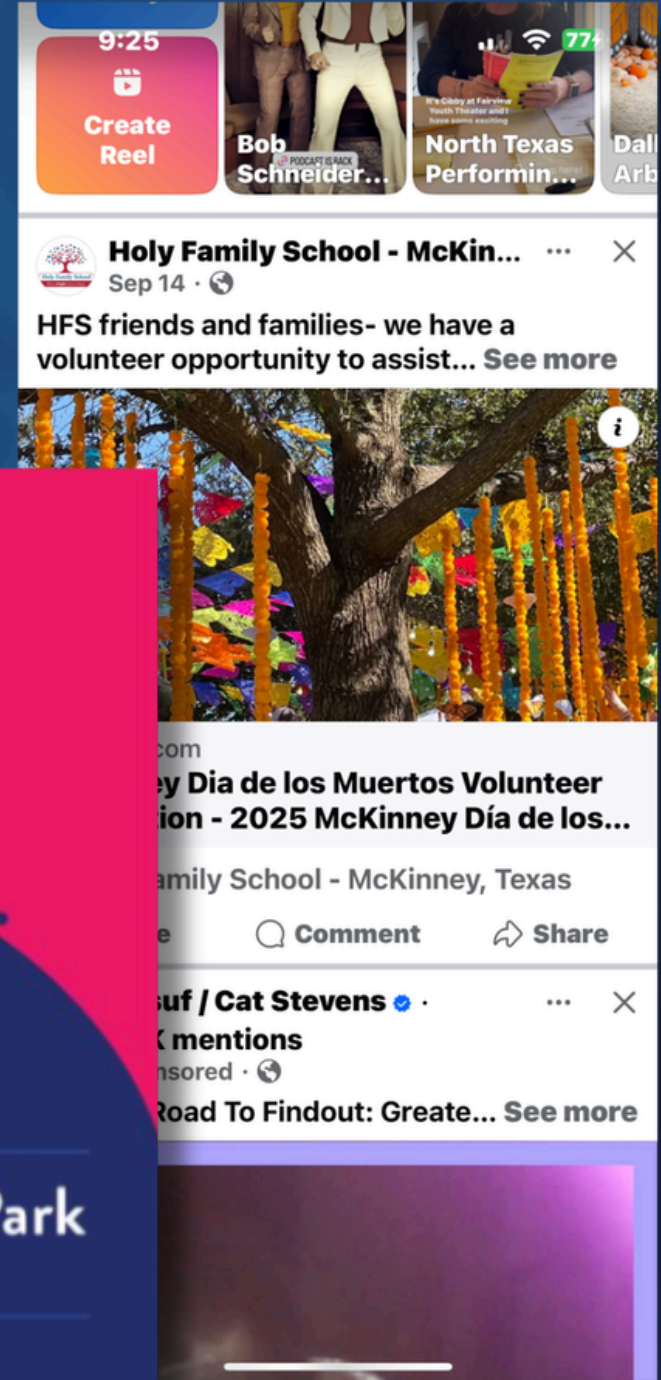
MCDC
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MCCRAW
LAW GROUP



LORI BHARGAVA



2026 MARKETING & PROMOTIONAL PLAN

CHANNEL	STRATEGY	BUDGET
Paid Social	Geo-targeted DFW campaigns; event, Loteria, and workshop promotion	\$5,500
Print & Outdoor	Posters, flyers, yard signs across McKinney and Collin County	\$5,000
Digital Ads & PR	Local media placements, press releases, DFW event calendars	\$1,000
Email Marketing	FloDesk email campaigns to subscriber list, July through October	\$500
Community Outreach	Spanish-language creative, Hispanic chamber networks, school folders	\$1,000
Media	Photography and videography content	\$2,000
Total Budget		\$15,000

This grant represents 100% of our total marketing budget.

We are willing to adjust promotional spend buckets as needed to accommodate the funds we have for the event.



PROMOTIONAL SUCCESS

- **35-50% email open rates:** all above the 20-25% nonprofit average
- **Social Media Posting:** Weekly multi-platform content across Instagram, Facebook, and expanding
- **Performance:** Local merchant, partner, and catrina spotlights perform better than generic post
- **Blog Addition:** Blogs tend to get good views and is promoted through social and email marketing





OUR REQUEST

- **\$15,000 in promotional grant funding**, 100% dedicated to advertising, marketing, and promotion of the 2026 festival
- **MCDC recognized everywhere:** Logo and funding credit on all advertising, marketing, and promotional materials, per grant guidelines
- **A transition year that matters:** New venue, new date — strong promotion protects five years of attendance growth
- **Measurable results:** Final report within 30 days with attendance, geographic data, social and email analytics, and marketing samples





MCKINNEY DÍA DE LOS MUERTOS

Thank you for your support!

October 17, 2026