



Rotary

Club of McKinney

Annual
**CHRISTMAS
PARADE *of*
LIGHTS**



Rotary Club of McKinney



25th 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



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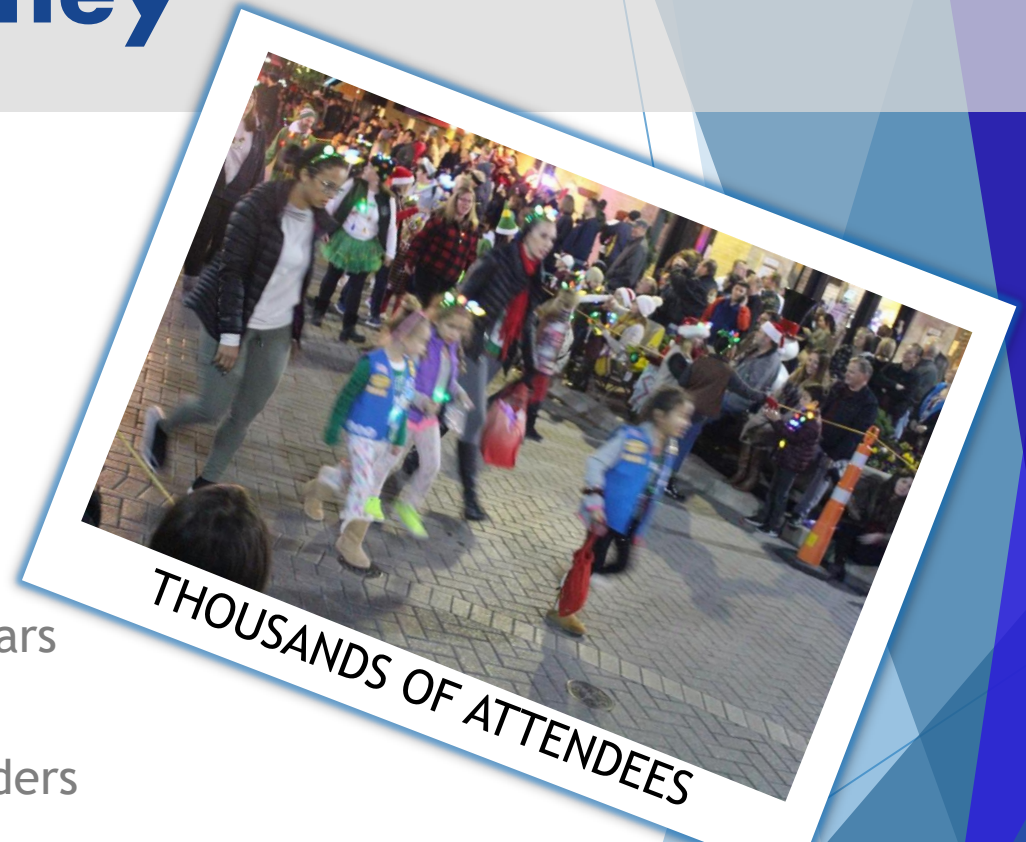
24th Annual McKinney Rotary Christmas Parade of Lights

“Christmas Movie Magic”

2023 Parade had 105 floats signed up! 96 floats plus 9 cars for dignitaries. That’s nearly 1,800 participants.

Featuring local businesses, charities and community leaders

- Attendance of 30,000 +. 96 floats participated.
- Thanks to the support of the MCDC, the McKinney Rotary Foundation had a net gain of \$12,362.78.



THOUSANDS OF ATTENDEES

MCDC

McKINNEY COMMUNITY
DEVELOPMENT CORPORATION



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Rotary Club of McKinney

24th Annual McKinney Rotary Christmas Parade of Lights **Marketing Budget**

- \$7,500 spent on marketing and advertising in 2023.
- 2024 planned marketing budget is \$7,500.00.
 - 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.



COLORFUL FLOATS

MCDC
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GO & DO | HOLIDAY PLANNER

PARADES & PROCESSIONS

Watching the Macy's Thanksgiving Day Parade is a beloved holiday tradition, but many will expect you have to see it firsthand to get the full experience. What if you can't be there, there are plenty of ways to get to the Christmas spirit without leaving your home. One way is to watch the parade on TV. Another is to watch it on YouTube. Check out our list of the best ways to watch the parade on TV and YouTube. You can also watch the parade on YouTube. Check out our list of the best ways to watch the parade on TV and YouTube. You can also watch the parade on YouTube.



IT'S BEING MADE OF LIGHTS The 20th Annual Christmas Parade of Lights is set for Saturday, December 10th at 6:30 pm in Historic Downtown McKinney. The parade will feature floats, bands, and Santa Claus himself. The parade is a beloved holiday tradition in McKinney and is a great way to celebrate the season. The parade is a beloved holiday tradition in McKinney and is a great way to celebrate the season. The parade is a beloved holiday tradition in McKinney and is a great way to celebrate the season.



McKinney Rotary Christmas Parade of Lights
December 12, 2019

TWO DAYS until Christmas comes to historic downtown McKinney. We hope to see you Saturday, December 14th at the holiday festivities!

A special thank you to the McKinney Community Corporation, North Texas Job Corps and Tomes stalwart support of this wonderful event. We see you!



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FUNDED IN PART BY MCKINNEY COMMUNITY CORPORATION

Audi McKinney

McKinneyParadeOfLights.com

23rd Annual CHRISTMAS PARADE of LIGHTS

SATURDAY, DECEMBER 10TH AT 6:30PM
HISTORIC DOWNTOWN MCKINNEY

ALL PROCEEDS BENEFIT CHARITIES SUPPORTED BY THE MCKINNEY ROTARY CLUB

Rotary Club of McKinney | McKinneyParadeOfLights.com | Special Thanks to: CBTx | MCDC

Rotary Club of McKinney

23rd Annual CHRISTMAS PARADE of LIGHTS

SATURDAY, DECEMBER 10TH
6:30PM
HISTORIC DOWNTOWN MCKINNEY

Enjoy beautifully decorated floats, McKinney ISD Drill Teams and Bands, antique fire trucks, and of course Santa! This year's parade theme is "Christmas in the Heart of McKinney". Special thank you to our presenting sponsor Commercial Bank of Texas & to McKinney Community Development Corporation for their support.

See event information here
McKinneyParadeOfLights.com

CBTx | MCDC

- ▶ 2024 Marketing strategy:
 - ▶ Radio- \$2,800
 - ▶ Newspaper- \$1,600
 - ▶ Posters- \$160
 - ▶ Yard signs- \$740
 - ▶ Social media- \$1,000
 - ▶ MPAC Banners- \$1,200

Rotary Club of McKinney, TX

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Questions?



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