



Rotary

Club of McKinney

Annual
**CHRISTMAS
PARADE *of*
LIGHTS**



Rotary Club of McKinney

26th Annual McKinney Rotary Christmas Parade of Lights

- Prizes for best floats
- Priority seating to view the parade
- 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



CREATE HOPE
in the WORLD
RI Theme 2023-24

Rotary Club of McKinney

26th Annual McKinney Rotary Christmas Parade of Lights

“Christmas Around the World”

2024 Parade had 85 entries signed up! That’s nearly 1,500 participants.

Featuring local businesses, charities and community leaders

- Attendance of 30,000.
- Thanks to the support of the MCDC, the McKinney Rotary Foundation had a net gain of \$18,000.



MCDC
McKINNEY COMMUNITY
DEVELOPMENT CORPORATION



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26th Annual McKinney Rotary Christmas Parade of Lights Marketing Budget

- \$7,500 spent on marketing and advertising in 2024.
- 2025 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



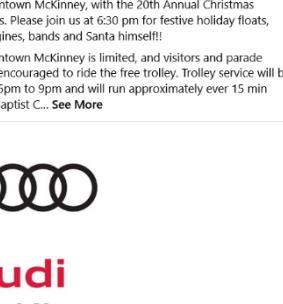
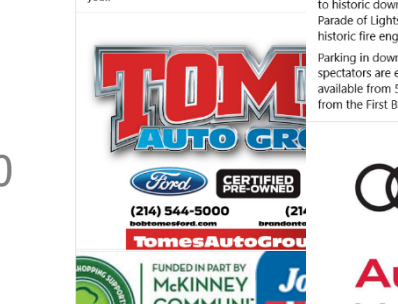
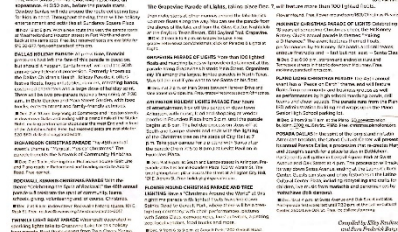
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- ▶ 2025 Marketing strategy:
 - ▶ Radio- \$2,800
 - ▶ Newspaper- \$1,600
 - ▶ Posters- \$160
 - ▶ Yard signs- \$740
 - ▶ Social media- \$1,000
 - ▶ MPAC Banners- \$1,200



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 Commercial Bank of Texas, N.A. MCDC McKinney Community Development Corporation

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 Land". 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 Commercial Bank of Texas, N.A. MCDC McKinney Community Development Corporation

Rotary Club of McKinney, TX

ANNUAL CHRISTMAS PARADE OF LIGHTS

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Rotary Club of McKinney

26th Annual McKinney Rotary Christmas Parade of Lights

Questions?

