

2026 McKinney Rotary Parade of Lights

“Passport to the Holidays”

Funding Request

\$15,000

The Annual McKinney 
PARADE OF LIGHTS

Presented by **Rotary**
Club of McKinney



MCDC
McKINNEY COMMUNITY
DEVELOPMENT CORPORATION

2026 McKinney Rotary Parade of Lights- “Passport to the Holidays”

Regional Digital Advertising

\$5,000

Purpose:

Promote McKinney as a holiday destination to families throughout North Texas.

Target Markets:

- Frisco
- Plano
- Allen
- Prosper
- Celina
- Melissa
- Anna
- Richardson
- Dallas
- Rockwall
- Denton

Channels:

- Facebook
- Instagram
- Google Display Network
- YouTube

Expected Results:

- 500,000+ impressions
- 25,000 website visits
- Increased attendance from outside McKinney

MCDC Benefit:

Brings visitors into McKinney who may dine, shop, and explore Historic Downtown.



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Print & Community Publications

\$2,500

Advertising:

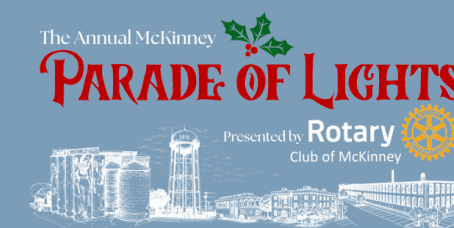
- Community Impact
- Living Magazine
- Local event guides
- Holiday publications

Expected Results:

Reach families actively seeking holiday activities

MCDC Benefit:

Promotes McKinney as a holiday destination.



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Downtown Branding & Event Signage

\$2,500

Advertising:

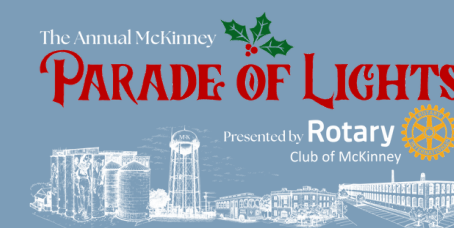
- Historic Downtown banners
- Directional signage
- Event promotional signage

Expected Results:

- Stronger event identity
- Increased awareness among residents and visitors

MCDC Benefit:

Enhances the visibility of Historic Downtown McKinney.



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Media Relations & Publicity

\$2,000

Advertising:

- Press releases
- Radio interviews
- Podcast appearances
- Community calendar submissions

Expected Results:

- Earned media coverage
- Increased regional awareness

MCDC Benefit:

Extends the reach of the event beyond paid advertising.



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Visitor Attraction Campaign

\$2,000

Purpose:

Promote the full McKinney experience.

Advertising:

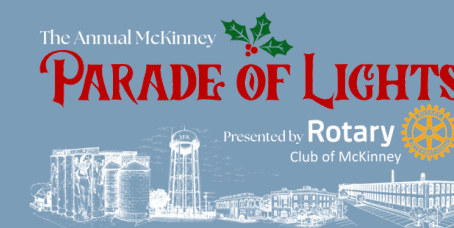
- Parade of Lights
- Historic Downtown shopping
- Local restaurants
- Holiday activities
- Free trolley service

Expected Results:

- Longer visitor stays
- Increased spending in McKinney businesses

MCDC Benefit:

Direct economic development impact.



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Event Website & Digital Visitor Guide

\$1,000

Advertising:

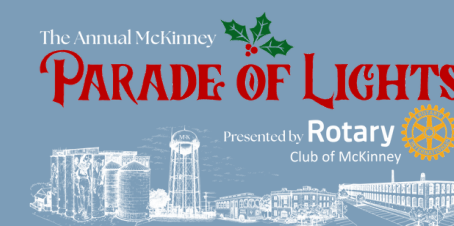
- Event information
- Parking guide
- Trolley guide
- Historic Downtown information
- Sponsor recognition
- MCDC recognition

Expected Results:

- Improved visitor experience
- Better event planning by attendees

MCDC Benefit:

Supports tourism and destination marketing.



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Total Request

Regional Digital Advertising	\$5,000
Print Advertising	\$2,500
Downtown Branding & Signage	\$2,500
Media Relations & Publicity	\$2,000
Visitor Attraction Campaign	\$2,000
Website & Visitor Guide	\$1,000
Total Request	\$15,000



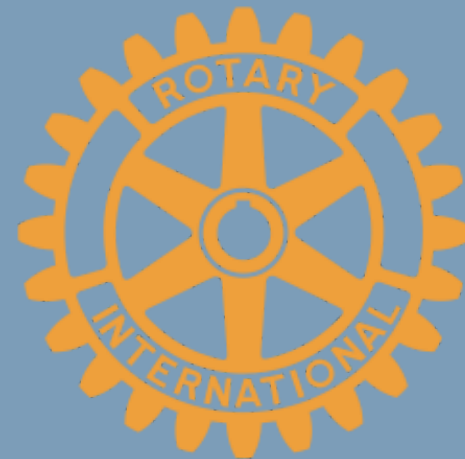
2026 McKinney Rotary Parade of Lights- “Passport to the Holidays”

Expected Outcomes

- | | |
|------------------|--|
| Tourism | <ul style="list-style-type: none">• 40,000+ attendees• Increased attendance from outside McKinney• Expanded reach throughout DFW |
| Marketing Reach | <ul style="list-style-type: none">• 750,000+ advertising impressions• 50,000+ social media engagements• 25,000+ website visits |
| Economic Impact | <ul style="list-style-type: none">• Increased visitation to Historic Downtown McKinney• Increased restaurant traffic• Increased retail shopping activity• Increased community awareness of McKinney |
| Community Impact | <ul style="list-style-type: none">• Strengthens a 27-year community tradition• Enhances quality of life• Promotes civic pride• Positions McKinney as a premier holiday destination |



Rotary
Club of McKinney



The Annual McKinney



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BRAND GUIDELIINES FOR THE PARADE OF LIGHTS



The Parade of lights is following the guide lines and brand elements consistent with the Rotary Guidelines:
Fonts
Colors
Layout

Your Logos at a Glance

DECEMBER 2020

A consistent voice and visual identity are essential components of a strong brand. By using the design elements in this guide you ensure that our brand is presented in a unified way, helping to build awareness and recognition of Rotary and Rotaract. You can find more information on the Brand Center at rotary.org/brandcenter.

Your club, district, or zone logo is made up of the Masterbrand Signature (MBS) plus the club name, or the district or zone number. Multiple district or zone numbers can also be listed. This logo must be used instead of the MBS alone. No other words should appear above or below the MBS.

You can use either the MBS or the simplified version in your club, district, or zone logo. We recommend using the simplified version if the logo will be smaller than 1.25 cm (0.5 inches) or will be embroidered. Find templates for creating your logo on the Brand Center at rotary.org/brandcenter.

CLUB, DISTRICT, OR ZONE LOGOS

Masterbrand Signature

Masterbrand Signature Simplified

Club Name above or
Rotary
Club Name, District, or Zone below

Club Name above or
Rotary
Club Name, District, or Zone below

Examples

Rotary
Club of Evanston

Sunrise Kampala
Rotary
Club

Rotary
District 3310

Rotary
Zone 8

Rotaract Masterbrand Signature

Rotaract Masterbrand Signature Simplified

Club Name above or
Rotaract
Club Name, District, or Zone below

Club Name above or
Rotaract
Club Name, District, or Zone below

Examples

Rotaract
Club of University of Chicago

Rotaract
District 3310

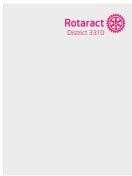
Toronto
Rotaract
Club

Rotaract
Zone 8

Layout Examples



club brochure



flyer



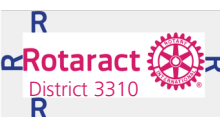
website



facebook*

*except for the Mark of Excellence can be used for social media profile pictures

Clear Space



Clear space is the space surrounding the club, district, or zone logo that needs to remain empty. It is equal to the height of the capital "R" in "Rotary" or "Rotaract."

Your Logos at a Glance

DECEMBER 2020

Lockups are used to show a relationship between your club, district, or zone and partners, sponsors, programs, or events. Only one logo can be featured in a lockup with your club, district, or zone logo.

The lockup should not be used as your club, district, or zone logo.

Find templates for creating your own lockup on the Brand Center at rotary.org/brandcenter.

RESOURCES

BRANDCENTER:
rotary.org/brandcenter

LEARNING CENTER:
rotary.org/learn

LICENSED VENDORS:
my.rotary.org/licensed-vendors

SUPPORT CENTER:
rotarysupportcenter@rotary.org

CHECKLIST

Make sure to use your club, district, or zone logo on the following:

- ☑ Your club website
- ☑ Your club social media sites
- ☑ Banners and event signage
- ☑ Signage, including those located outside of your club meeting place or on city welcome signs
- ☑ Flyers and brochures
- ☑ Apparel and goods (purchased or produced by a Rotary-licensed vendor)
- ☑ Name badges
- ☑ Trading banners/flags

LOCKUPS

Logo Lockup Examples

Rotary
District 3310



Sunrise Kampala
Rotary
Club



Word Lockup Examples

Rotaract
Club of Taipei



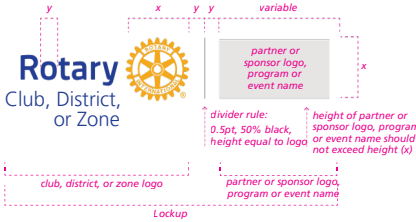
Let's Fight Against Hunger

Rotary
Club of Evanston
Lighthouse



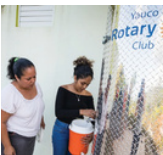
Taste of Evanston

Lockup Construction



NAMING PROJECTS OR EVENTS

When naming a project, event, or website URL, you must include the name of your club or district if you want to include the word Rotary or Rotarian(s). For example, instead of calling your event Rotary Bingo, call it Rotary Club of Evanston Bingo Night. You might also call it We Love Bingo!, leaving out any reference to Rotary. These guidelines are outlined in the Rotary Code of Policies. Please note that when using your club name, your club must be in full control of the event or project. The Rotary name cannot be licensed to a third party. For example, if a summer camp is opening in cooperation with your club, don't name it Rotary Camp.



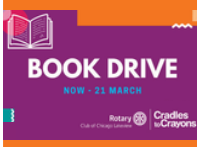
Club logo on installation



Multiclub sign



Rotaract club event



Rotary club event

MARK OF EXCELLENCE

The Rotary wheel is the Mark of Excellence (MOE) and should be considered the secondary logo. When you use it, we encourage you to position your club, district, or zone logo nearby for clarity and recognition. There is no simplified version of the MOE — the words "Rotary International" must always appear in the wheel.



The MOE should appear in Rotary Gold. If you're printing one-color, azure or black can be used. It cannot appear in colors other than those shown here. Information about Rotary's color palette can be found on the Brand Center.



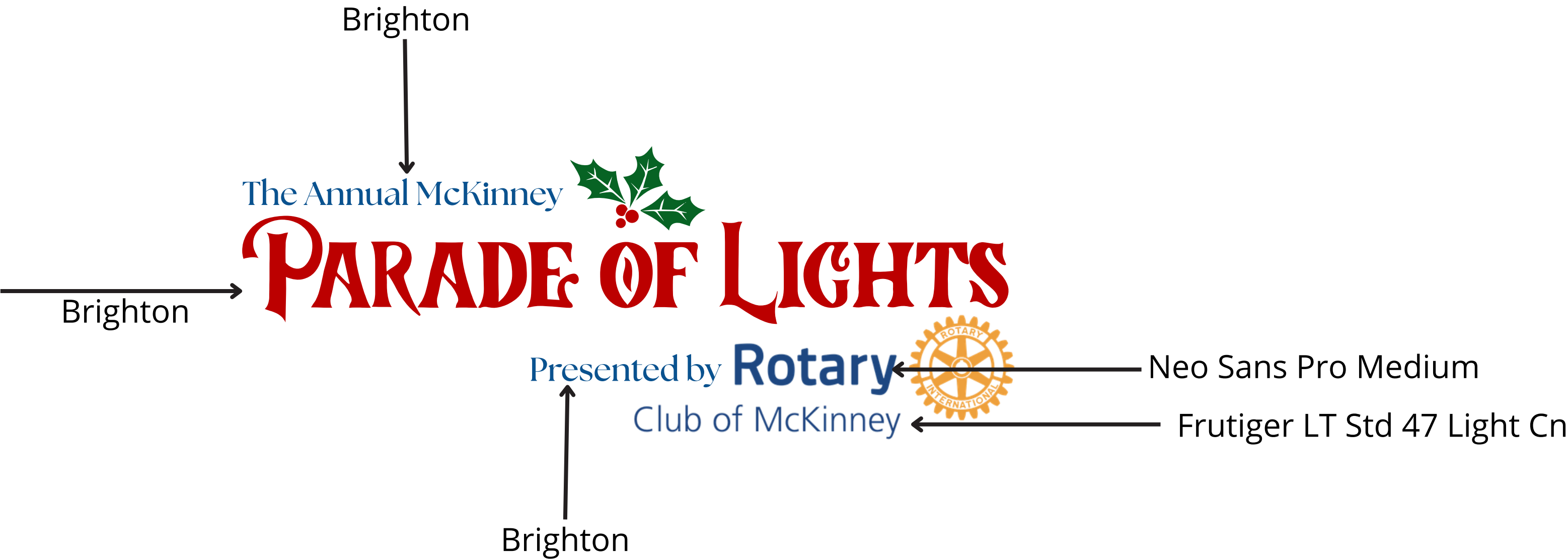
SMALLEST ALLOWABLE PRINT SIZE



SMALLEST ALLOWABLE WEB SIZE



FONTS USED

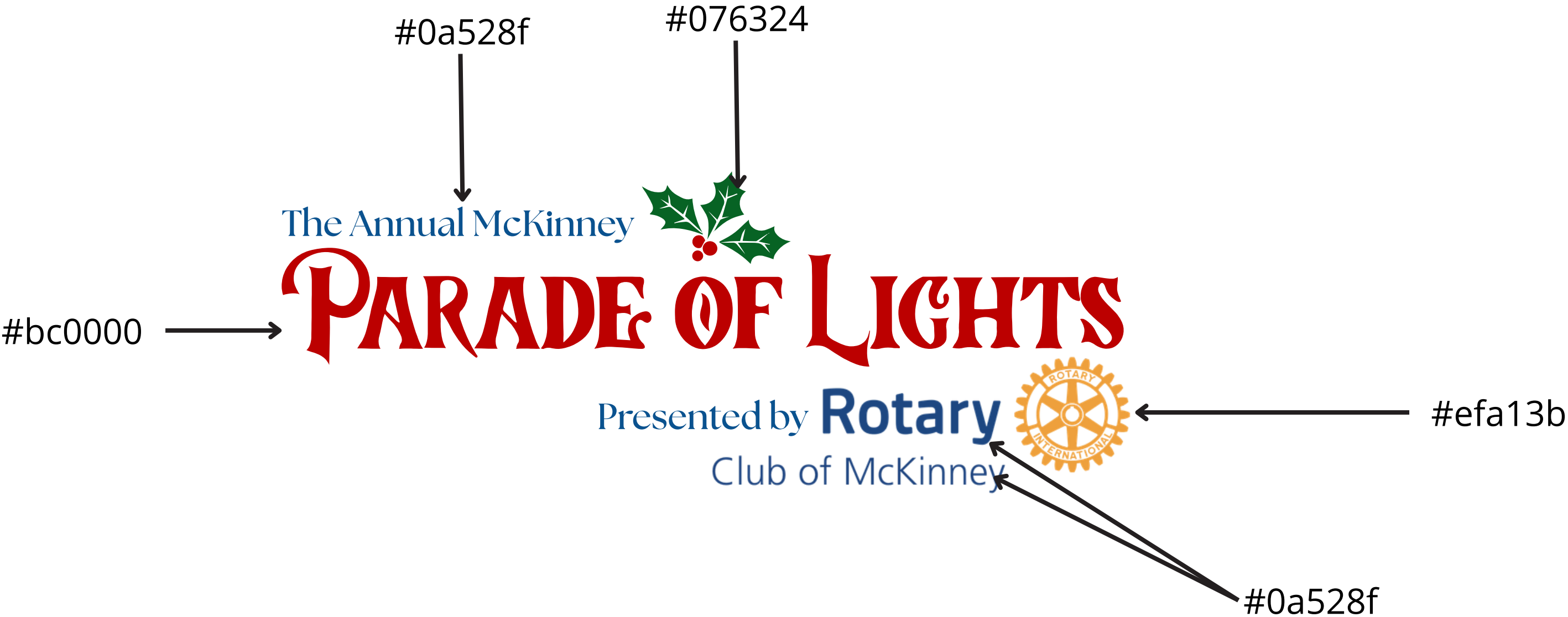


BRAND GUIDELIINES FOR THE PARADE OF LIGHTS



Official Logo Colors

- #0a528f
- #efa13b
- #bc0000
- #076324



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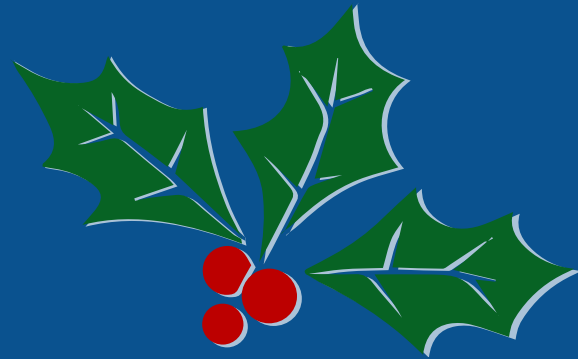


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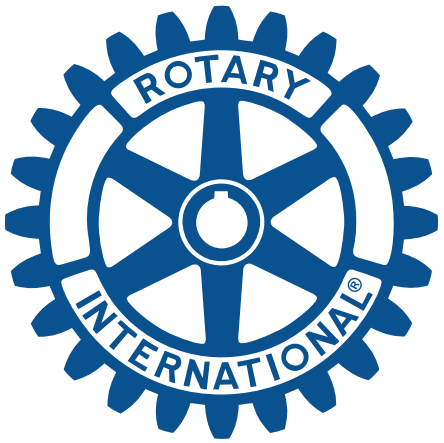


PARADE OF LIGHTS

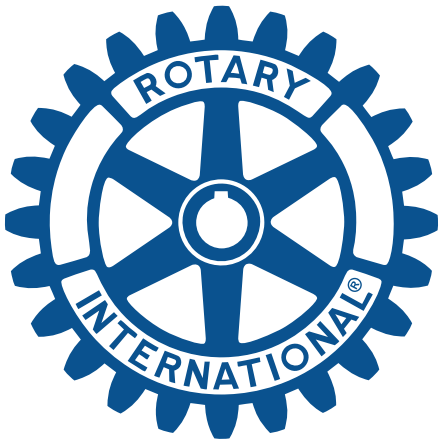
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