

A Unique Cultural Experience

McKinney Dia de los Muertos





Support from Merchants on the Square

Many merchants on The Square supported McKinney Dia de los Muertos by placing:

- Posters in their windows
- Having specials for the day
- Making Ofrendas to honor their loved-ones



Community Support 2022

A sincere Thank You to the following for helping to
make McKinney Día de los Muertos possible!



Sponsored By



EACH & EVERY DETAIL
YOUR KEY TO WEDDING
& EVENT PLANNING



THE COTTON MILL



McDonald's Hispanic
Operators Association



Amy Chizk George & Maylee Fuller

Bill & Pris Darling

Elizabeth Justice
studios



OVERALL EVENT BUDGET

EXPENSES

\$9,000 Promotion
\$5,500 DJ and Entertainment
\$5,695 Stage, A/V, Lighting
\$1,500 Porta Potty Rental
\$3,000 Decor
\$1,030 Insurance
\$1,215 Security
\$4,093 General Supplies & Fees
\$2,100 T-shirts

\$33,133 ESTIMATED EXPENSES

INCOME

\$20,000 Sponsorships
\$2,000 Vendors
\$1,750 Food Trucks
\$548 T-Shirt sales
\$9000 MCDC sponsorship
\$3,000 Arts Commission Grant

\$36,298 ESTIMATED INCOME

Marketing & Promotion Plan

Goal: Attract 7,500 attendees from in and out of DFW to visit downtown McKinney!

- Promotional video from Elizabeth Allen Studios using 2022 footage
- Community Impact & Al Dia
- KLAK
- Email Campaigns (new)
- Heavier Social Media Ads
- Yard signs, local business posters
- Speaking Engagements at local events/handouts at events
- Signage at event



QUESTIONS?