

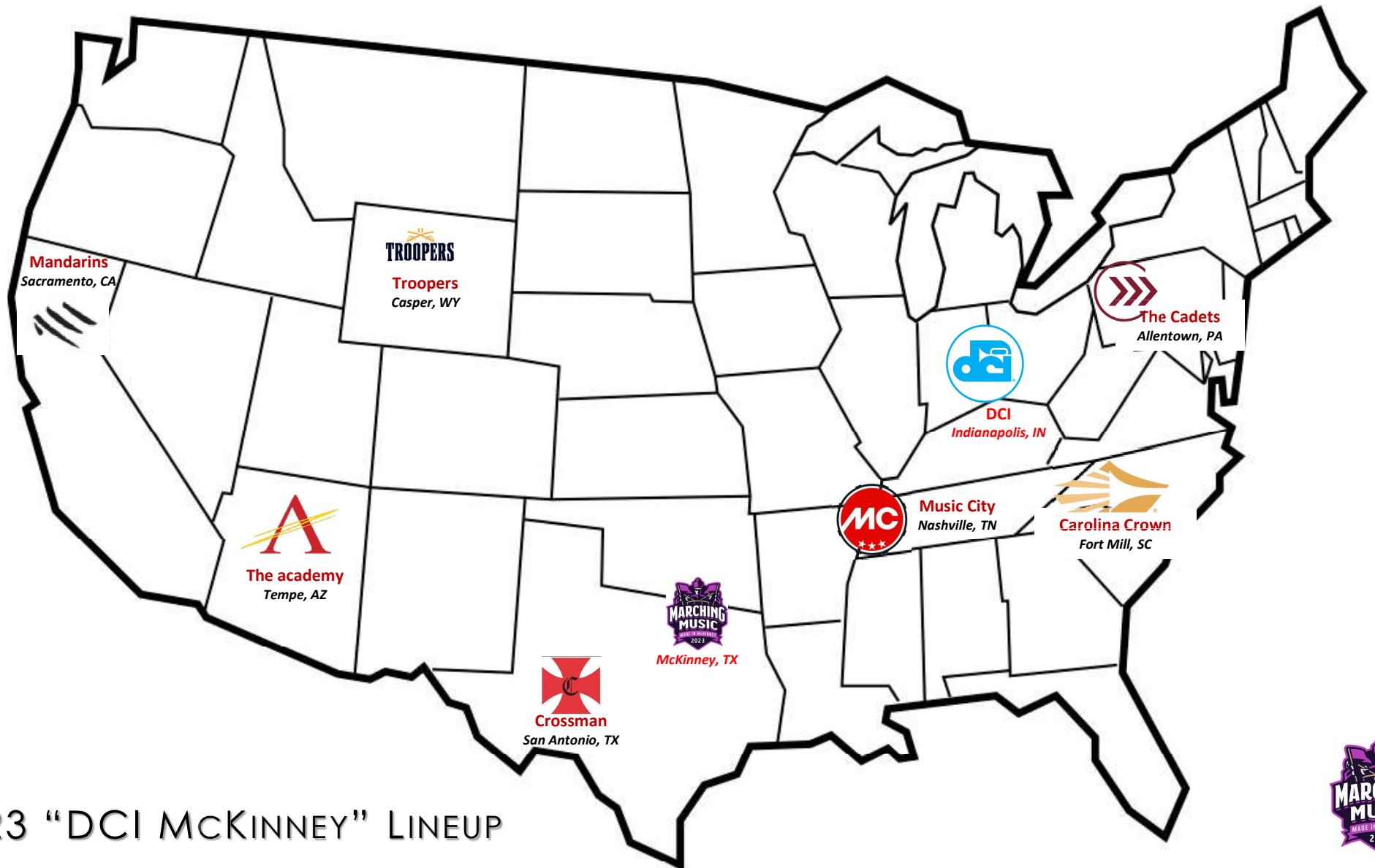


DEAN CIMINI

REPRESENTING

MARCHING MUSIC MADE IN MCKINNEY
2023





2023 "DCI MCKINNEY" LINEUP



JULY 2023

Sunday 23rd

DCI corps begin
arriving in McKinney



Monday 24th

**DRUMLINE
BATTLE**

@

**TUPPS
BREWERY**



Tuesday 25th

DCI McKinney
Competition



EVENT & PROMOTIONAL GOALS

2023 EVENTS

- 2nd annual events
- Expect ~500 attendees at the Tupps for the Drumline exhibition & and 4,500+ fans at MISD Stadium for the DCI Competition
- We are exploring with DCI to broadcast the competition globally on FloMarching.com
- Proceeds benefit MISD band programs & local businesses

PROMO GOALS & GRANT REQUEST

- Current objective = support event-related marketing & promotion
- Advertising & promotion expected to reach fans as far as 300 miles (Austin, San Antonio, OK/AK/LA corner)
- Social channels & DCI fan groups extend reach internationally
- Projected Revenue = \$40,500
- Visit McKinney request = \$5,000 for promotional support

This is MORE than just a single-day band event – this is a multi-day promotion of the entire McKinney community!





THANK YOU!

DEAN CIMINI

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