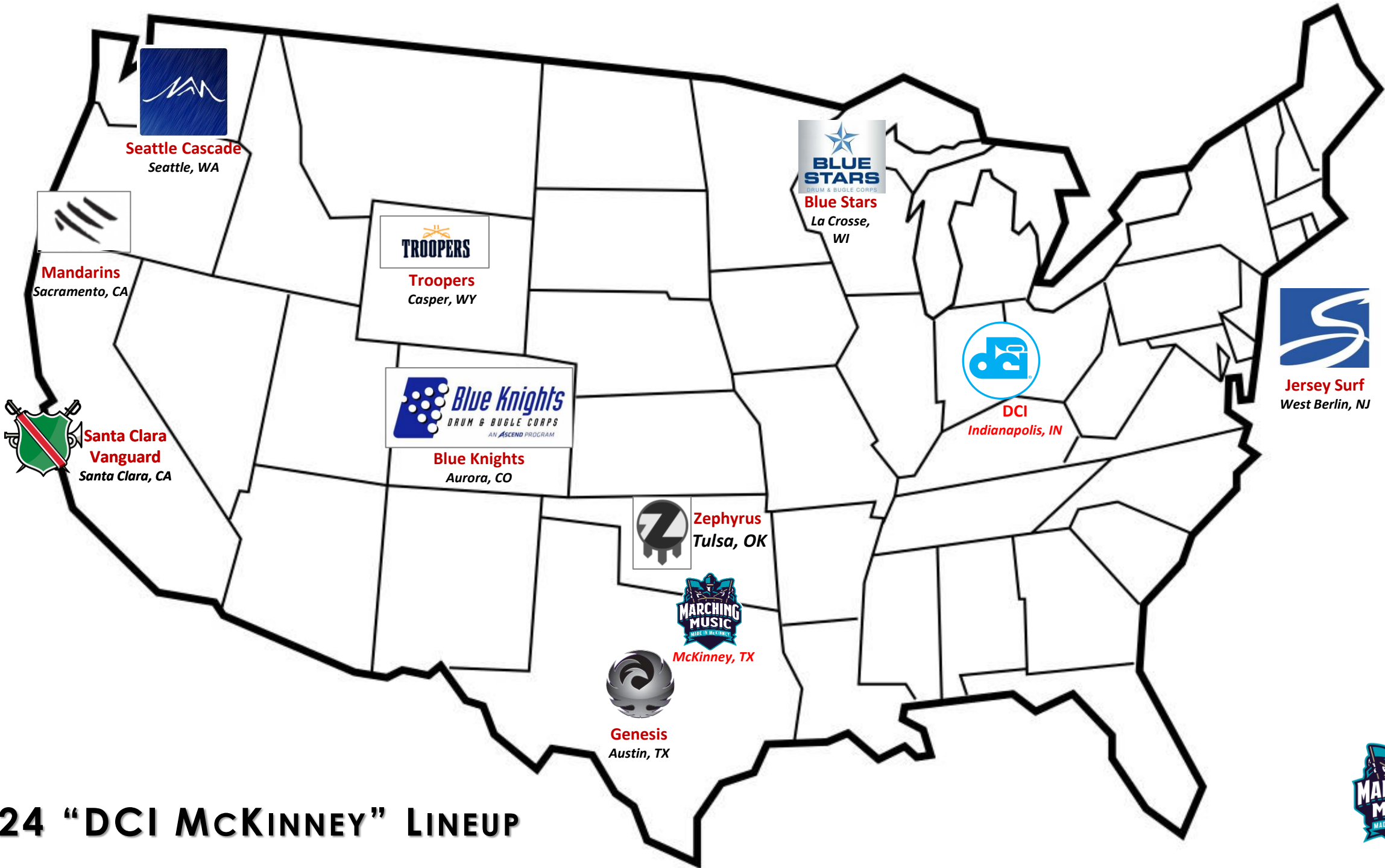




DEAN CIMINI

REPRESENTING

MARCHING MUSIC MADE IN MCKINNEY 2024



2024 "DCI MCKINNEY" LINEUP



JULY 2024

Sunday 22nd

Monday 23rd

Tuesday 24th

DCI corps begin arriving in McKinney



*Drumline
Expo @*



DCI McKinney Competition



EVENT & PROMOTIONAL GOALS

2024 EVENTS

- 3rd annual events
- Expect ~350+ attendees for the Drumline exhibition & and 4,000+ 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 (and local businesses through hotel nights, restaurant spend, etc.)

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 = \$50,100 / Projected Costs = \$23,380
- MCDC request = \$5,600 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

PRESIDENT MARCHING MUSIC MADE IN MCKINNEY

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