



ZACH SAMUELL

*REPRESENTING*

MARCHING MUSIC MADE IN MCKINNEY 2024



**2025 "DCI MCKINNEY" LINEUP**



# JULY 2025

Sunday AM, 20th

DCI corps begin arriving in McKinney



Monday 20th



Tuesday 21<sup>th</sup>

DCI McKinney Competition



# EVENT & PROMOTIONAL GOALS

## 2025 EVENTS – DRUM LINE EXPO AND DCI MCKINNEY

- 4th annual events
- Expecting 500+ attendees for the Drumline exhibition & and 3,000+ fans at MISD Stadium for the DCI Competition
- We are exploring with DCI to broadcast the competition globally on FloMarching.com for a second year
- Proceeds benefit MISD band programs (Over \$100k raised in our first 3 years), and local businesses through hotel nights, restaurant spend, food and beverage sales at our Drum Line Expo at TUPPS, etc.)

## PROMO GOALS & GRANT REQUEST

- Current objective = support event-related marketing, promotion, and community engagement across DFW
- Advertising & promotion will reach with our 10K+ social following. Heavy focus will be placed on DFW outside McKinney
- Social channels & DCI fan groups extend reach internationally
- Projected Revenue = \$50,100 / Projected Costs = \$23,380
- 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!

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