

Annual
**CHRISTMAS
PARADE *of*
LIGHTS**



Rotary
Club of McKinney



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Rotary Club of McKinney

24th Annual McKinney Rotary Christmas Parade of Lights

- Prizes for best floats
- VIP reception and priority seating
- McKinney School Bands/Groups featured
- McKinney PD and Mounted Patrol
- Local businesses, clubs, charities, families, etc.
- Historic Downtown McKinney
- 100% Proceeds to the McKinney Rotary Foundation



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Rotary Club of McKinney

23rd Annual McKinney Rotary Christmas Parade of Lights

“Christmas in Toyland”

2022 Parade had 81 floats signed up! But ended with 42 because of the weather forcing a reschedule.

Featuring local businesses, charities and community leaders

- Attendance of 13,300 due to the change of date.
- Thanks to the support of the MCDC, the McKinney Rotary Foundation had **a net gain of \$10,964.54.**



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Rotary Club of McKinney

23rd Annual McKinney Rotary Christmas Parade of Lights **Marketing Budget**

- \$7,053 spent on marketing and advertising in 2022.
- 2023 marketing budget is \$7,500.00.
 - Additional marketing costs will be subsidized by the club
- We intend to use the same marketing approach this year, as well as increase online and social media marketing.
- With last year's expenses, and this year's anticipated expenses on marketing and advertising, we are requesting \$7,500.



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COLORFUL FLOATS

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Marketing strategy:

- ▶ Radio- \$2,800
- ▶ Newspaper- \$1,600
- ▶ Posters- \$160
- ▶ Yard signs- \$740
- ▶ Social media- \$1,000
- ▶ MPAC Banners- \$1,200

GO & DO | HOLIDAY PLANNER



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Questions?



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