



MARCHING MUSIC MCKINNEY

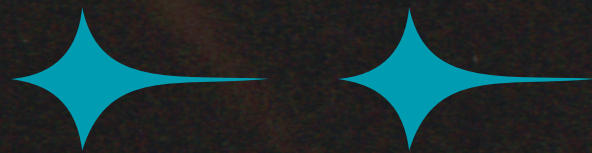
SHOWCASING MCKINNEY THROUGH MARCHING ARTS

www.marchingmusicmckinney.org

Event Overviews



The McKinney Drum Line Expo is an annual Drum Line Showcase featuring world class drum lines from across the country — This truly is a one of a kind event that only takes place in McKinney. In 2025 the event drew 600 attendees to Tupps Brewery, continuing our growth trend since the inaugural event in 2022.



Event Overviews

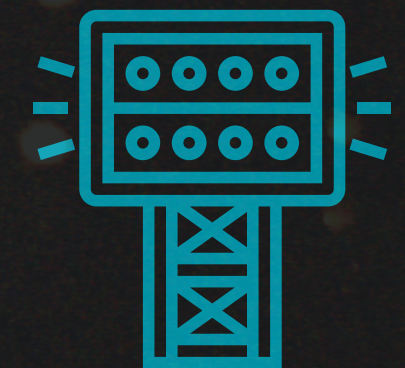
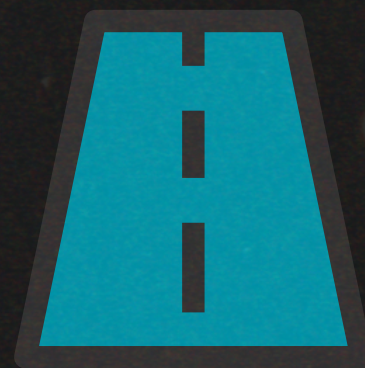
DCI MCKINNEY

DCI McKinney is a sanctioned Drum Corps International event which takes place at MISD Stadium, drawing more than 4,800 attendees in 2025, many of whom travel from across Texas and surrounding states. The event features 8 World Class Drum Corps from across the country, and is the final stop in the DCI Texas Tour.

July 20th, 2026

HOW THIS PROMOTES MCKINNEY

- Drives hotel stays & restaurant visits
- Brings out-of-city and out-of-state spectators
- Positions McKinney as a performing arts hub
- Creates repeat tourism
- Highlights the McKinney ISD stadium as a premiere venue
- Attracted attention of Guardians DBC, who are relocating to McKinney



THE REAL OBJECTIVE

Raising Funds For Our Local Fine Arts Programs

- All proceeds from these 2 events go directly to our 3 High School Band Booster programs
- 2025 Proceeds Totaled **\$44,468**, which places total raise in the last 4 years **over \$150K**
- Creates opportunities for students to participate in Fine Arts who otherwise could not afford the annual dues (+\$1,500)



MARKETING & PROMOTIONAL STRATEGY

Our promotional strategy is multi-platform. We plan to use geo-targeted paid media to attract patrons from across Texoma and DFW while partnering with large influencers and social accounts to promote our digital content.



Social media campaigns

Collaboration with several of the biggest marching arts accounts, as well as targeted ad spend with high quality video content



Website + Online Ticketing Funnel

Streamlined ticketing platform and SEO optimization



Local Digital and Print Materials

Digital signage in partnership with Visit McKinney and MCDC. Physical drop cards and flyers paired with student street campaign



Regional Email Marketing

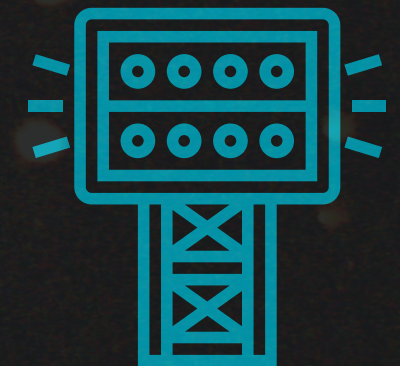
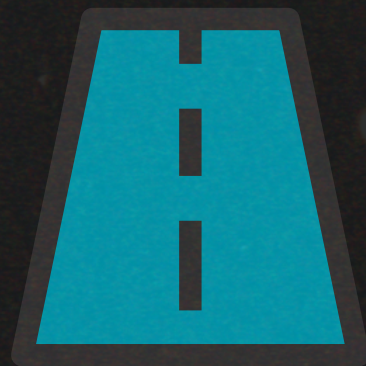
Our email list has grown to over 1,000 subscribers, facilitating repeat customers



PROPOSED BUDGET

- Digital Ads: \$500
- Social Campaign Management: \$2,000
- Print Materials: \$300
- Video/Photography Content: \$4,600
- Website/Email Tools: \$1,500
- Influencer Partnerships: \$600

TOTAL REQUESTED: \$10,000



DLE EVENT BUDGET

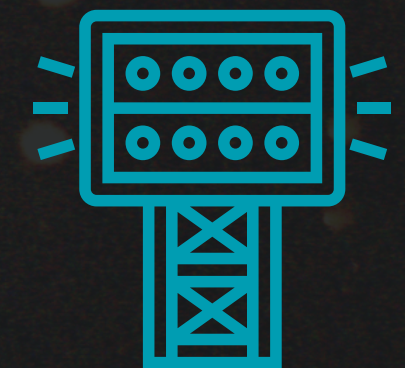
Estimated Expenses: \$14,500

- Volunteer Shirts: \$500
- Performances Fees: \$3,500
- Ticketing Platform Fees: \$300
- Wristbands, raffle tickets, etc..) \$200
- \$10,000 proposed marketing spend

Estimated Revenue: \$26,000

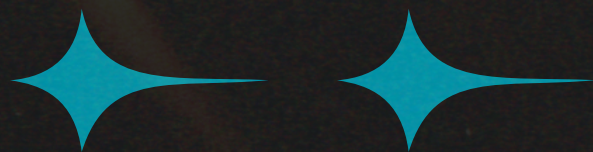
- Ticket Sales: \$8,000
- Raffle: \$500
- Cash Sponsorships: \$7,500
- Requested MCDC Grant: \$10,000

ESTIMATED PROCEEDS FOR DONATION: \$12,500



IMPACT OF FUNDING

- Increased tourism and visitor spending
- Allows for maximum donation to MISD booster clubs
- Expanded reach to out-of-city attendees
- Stronger brand presence for McKinney
- Measurable metrics: attendance, hotel data, digital reach
- Direct benefit to McKinney's performing arts community



THANK YOU!!!

On behalf of our board and the MISD families who benefit from your ongoing support, we extend our deepest gratitude to MCDC for continuing to invest in community-building events that enrich our city and shape its culture!

