



MCKINNEY  
PUBLIC LIBRARY  
FOUNDATION



# McKinney Public Library

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SPECIAL EVENTS PROMOTIONS

# Foundation Goals

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- Support growth of library programs and services
- Promote McKinney Literary Fest

# Library Goals

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- Host special events to engage with new audiences
- Create experiences that are not easily duplicated





# Spring & Summer Special Events

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Audience	Event	Date/Location	Goal Attendance
Family	Mardi Gras	Feb. 22 at RHH	500-1,000
Family	Spring Break	March 17-22 at JJG	500-1,000
Family	Spring into Fun	April 26 at JJG	500-1,000
Family	Summer Kickoff	May 31 at JJG	1,000
Family	Summer Event	June 21 at JJG	1,000
Family	Summer Event	July 12 or 19 at JJG	
Family	Summer Event	Aug. 2 at JJG	
Adult	McKinney Literature Fest	Aug. 23-24 at McKinney City Hall	400-600



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# Marketing Plans

# Special Event Free Marketing

## All Events

Marketing Channel	Reach	Cost
Library Facebook	5,100 followers	\$0
Library Newsletter	11,331 emails	\$0
City of McKinney Facebook	49,000 followers	\$0
City of McKinney Newsletter	128,100 emails	\$0
Digital Signage	NA	\$0
<b>Total Per Event: \$0</b>		



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# Special Event Paid Marketing

## Seven Family Events

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Marketing Channel	Cost
Meta Ads (Facebook/Instagram)	\$525 (\$75 per event)
Bookmarks	\$525 (\$75 per event)
<b>Total: \$1,050 (\$150 per event)</b>	



# Special Event Paid Marketing

## McKinney Literary Fest

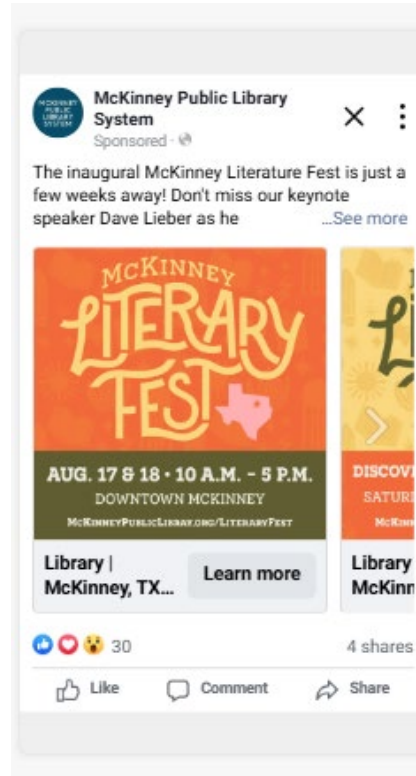
Marketing Channel	Cost
Meta Ads (Facebook/Instagram)	\$2,000
Media Partnership with Community Impact of Frisco, McKinney, Prosper-Celina, Plano editions	\$5,000
Bookmarks	\$165
<b>Total: \$7,165</b>	



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# Marketing Examples



## FREE FALL FUN at McKinney Public Library

- oct **05** Fire Safety Day
- oct **18** Diwali: Festival of Lights
- oct **26** Halloween Haunt
- nov **09** Fall Y'all
- nov **26** Thanks & Giving
- dec **07** Winter Jubilee
- dec **14** Caroling on the Square
- dec **31** Noon Years Eve

Promotional support provided by:

**MCDC**  
MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

**Register Today**

McKinneyPublicLibrary.org/Register



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Library Newsletter

Thank You!



Library Facebook