

A Unique Cultural Experience

# McKinney Dia de los Muertos







# Support from Merchants on the Square

Many merchants on The Square supported McKinney Dia de los Muertos by placing:

- Posters in their windows
- Having specials for the day
- Making Ofrendas to honor their loved-ones



# Community Support 2022

A sincere Thank You to the following for helping to  
make McKinney Día de los Muertos possible!



Sponsored By



EACH & EVERY DETAIL  
YOUR KEY TO WEDDING  
& EVENT PLANNING



THE COTTON MILL



McDonald's Hispanic  
Operators Association



Amy Chizk George & Maylee Fuller

Bill & Pris Darling

Elizabeth Justice  
studios



## OVERALL EVENT BUDGET

### EXPENSES

**\$9,000 Promotion**  
**\$5,500 DJ and Entertainment**  
**\$5,695 Stage, A/V, Lighting**  
**\$1,500 Porta Potty Rental**  
**\$3,000 Decor**  
**\$1,030 Insurance**  
**\$1,215 Security**  
**\$4,093 General Supplies & Fees**  
**\$2,100 T-shirts**

**\$33,133 ESTIMATED EXPENSES**

### INCOME

**\$20,000 Sponsorships**  
**\$2,000 Vendors**  
**\$1,750 Food Trucks**  
**\$548 T-Shirt sales**  
**\$9000 MCDC sponsorship**  
**\$3,000 Arts Commission Grant**

**\$36,298 ESTIMATED INCOME**

# Marketing & Promotion Plan

Goal: Attract 7,500 attendees from in and out of DFW to visit downtown McKinney!

- Promotional video from Elizabeth Allen Studios using 2022 footage
- Community Impact & Al Dia
- KLAK
- Email Campaigns (new)
- Heavier Social Media Ads
- Yard signs, local business posters
- Speaking Engagements at local events/handouts at events
- Signage at event





QUESTIONS?