



EL AÑO DEL CORAZÓN

OCTOBER 17, 2026 | TUPPS BREWERY | FREE ENTRY

MCDC Promotional & Community Event Grant Presentation

WHO WE ARE

Free, family-friendly cultural festival, now in our 6th year, that honor Dia de los Muertos tradition through art, music, food, and remembrance, and keep McKinney connected all year long.

- **Event Activities:** Monarch Messages, Arts & Crafts (Adults & Kids), Community Alter, Community Art Installation, Choncla Toss, Stage Entertainment, Paid Catrina Contest, Face Painting, and Merchant Shops
- **Pre-Event Activities:** Cultural Workshop Series, McKinney Loteria Small Business Passport, Community Engagements



EVENT PROJECTIONS

DATE

October 17, 2026

VENUE

TUPPS Brewery

ADMISSION

FREE w/ VIP Tickets

ATTENDANCE

6,500+ last year

Demographics: All-ages, multigenerational families, young adults, and seniors; strong Hispanic/Latino participation.

Geographic: Attendees from across Collin County and the DFW metroplex; Attendees come from across the state of Texas and beyond.

Interests: Arts and culture, live music, food, family recreation, and local shopping.



HOW WE SHOWCASE MCKINNEY

- **Direct merchant dollars:** The McKinney Loteria passport sends festival audiences into 25 local businesses for six weeks (Hispanic heritage month through the end of October) — foot traffic, not just impressions.
- **Visitors who stay and spend:** Out-of-town attendees shop, dine, and explore downtown McKinney and the TUPPS district before and after the festival
 - A paid catrina contest is expected to bring more out of town visitors
- **Regional visibility:** DFW-wide marketing positions McKinney as the cultural destination for Dia de los Muertos in North Texas
- **Local business inside the festival:** McKinney sponsors, food vendors, florists, and makers are built into the event itself





EVENT LOGISTICS

- **Safety & security:** Coordinated security staffing, first aid station, and clear emergency procedures, refined over five festivals
- **Parking & traffic:** Dedicated on-site and overflow parking at TUPPS
- **Weather contingency:** Covered and indoor spaces at TUPPS provide built-in shelter; rain plan keeps core programming running
- **Staffing:** Volunteer corps plus committee leads for operations, vendors, decor, and marketing, with a day-of command structure
- **Timeline:** Vendor applications open now • Sponsor deadline August • Loteria launch Sept 15 • Festival Oct 17



2025 EXPENSES

BUDGET VS ACTUAL

Blue section are the MCDC qualified expenses

Expenses	Budget	Actual
Scholarship for Hispanic Students	\$3,000.00	\$3,500.00
Pre-Event Marketing Materials (promotional videos, flyers, cards, yard signs)	\$2,000.00	\$1,118.84
Local Newspapers (Community Impact & Star Local)	\$2,750.00	\$4,425.00
Local Radio	\$4,700.00	\$2,685.00
Social Media Ads	\$2,000.00	\$343.67
Website Content	\$3,550.00	\$3,500.00
Email Campaigns	\$420.00	\$226.24
Website Hosting	\$250.00	\$389.70
Event Day Marketing (stage banners, large posters, a-frame signs, informational brochures)	\$3,000.00	\$1,888.58
Photographer & Videographer	\$2,000.00	\$2,000.00
Artistic Decor	\$3,000.00	\$2,674.38
DJ & Entertainment	\$6,000.00	\$7,100.00
Security	\$1,500.00	\$903.00
Permit Fee	\$100.00	\$100.00
Stage, Sound & Lighting	\$10,000.00	\$12,250.00
Event Insurance	\$2,000.00	\$1,131.00
Porta potties	\$1,000.00	\$1,225.00
General Supplies	\$2,500.00	\$502.38
T-shirts for volunteers & sponsors	\$3,000.00	\$3,127.17
Butterfly Cutouts	\$200.00	\$192.50
Frontier Waste	\$300.00	\$141.16
Traffic Plan & Barriers	\$1,300.00	\$1,418.45
Storage	\$1,548.00	\$1,909.00
Runway for 2026	\$5,000.00	

\$12,298.75 SPENT

\$1,118.84

Pre-Event Marketing Materials

\$4,425.00

Local Newspapers

\$2,685.00

KLAK Radio

\$343.67

Social Media Ads

\$3,500.00

Website Content

\$226.24

Email Campaign

Read our story in **COMMUNITY IMPACT**



McKinney to unite, celebrate life at 5th annual Día de los Muertos Festival

MCDC MCKINNEY COMMUNITY DEVELOPMENT CORPORATION



10.11 | 2-8 PM

Dr. Glenn Mitchell Memorial Park

MckinneyDiaDelosMuertos.com



CELEBRATE WITH US AT

Dr. Glenn Mitchell Memorial Park

300 W. Louisiana St. McKinney, TX 75069

OCT 11 | 2-8 PM

MERCHANTS | FOOD TRUCKS
ART | MONARCH MESSAGES
CONTESTS | OFRENDAS



LEARN MORE
scan the QR code or visit
mckinneydiadelosmuertos.com



CELEBRATE WITH US

Dr. Glenn Mitchell Memorial Park

OCT 11 | 2-8 PM

[Learn More](#)

MCDC
MCKINNEY COMMUNITY DEVELOPMENT CORPORATION



MCCRAW
LAW GROUP

MCKINNEY
CHAMBER OF COMMERCE

MCDC
MCKINNEY COMMUNITY DEVELOPMENT CORPORATION



MCCRAW
LAW GROUP

Cane's
CREAKY FRIES



RENEWAL
by ANDERSEN

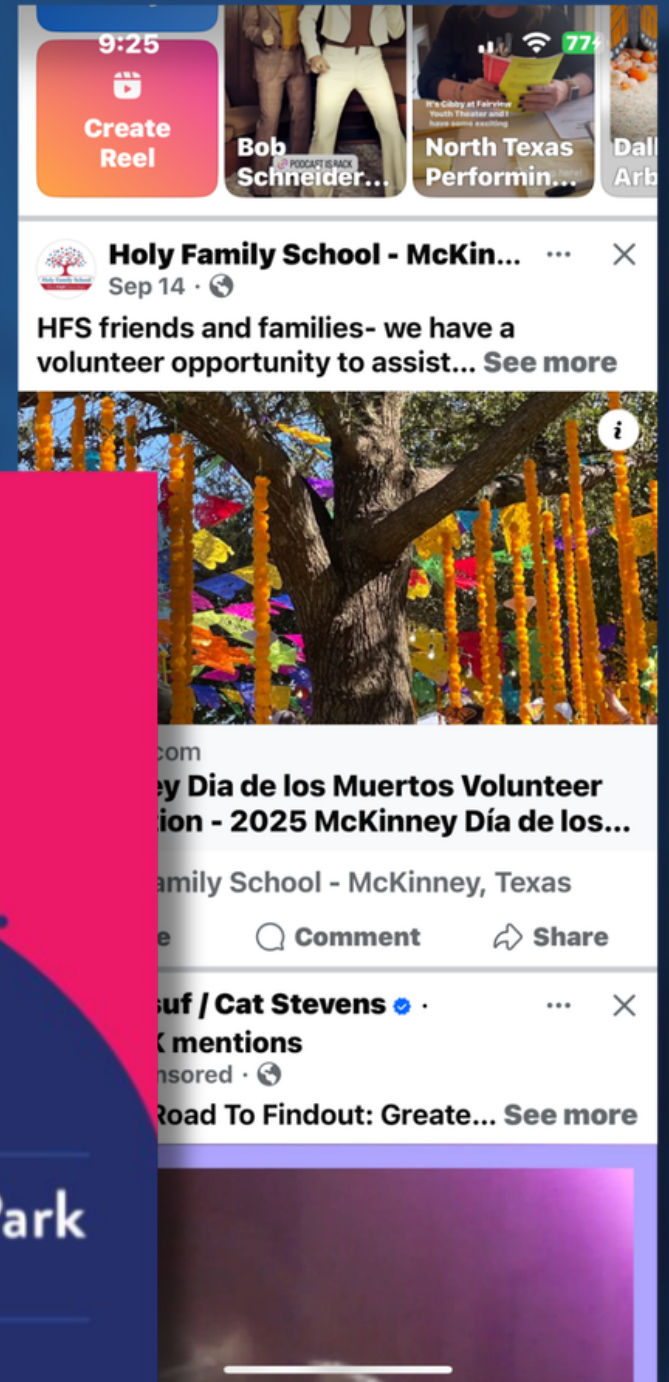
LORI BHARGAVA

Stonebridge
Videography

STA
SOUTHWEST



JS FAMILY
JEWELRY



2026 MARKETING & PROMOTIONAL PLAN

CHANNEL	STRATEGY	BUDGET
Paid Social	Geo-targeted DFW campaigns; event, Loteria, and workshop promotion	\$5,500
Print & Outdoor	Posters, flyers, yard signs across McKinney and Collin County	\$5,000
Digital Ads & PR	Local media placements, press releases, DFW event calendars	\$1,000
Email Marketing	FloDesk email campaigns to subscriber list, July through October	\$500
Community Outreach	Spanish-language creative, Hispanic chamber networks, school folders	\$1,000
Media	Photography and videography content	\$2,000
Total Budget		\$15,000

This grant represents 100% of our total marketing budget.
We are willing to adjust promotional spend buckets as needed to accommodate the funds we have for the event.



PROMOTIONAL SUCCESS

- **35-50% email open rates:** well above the 20-25% nonprofit average
- **Social Media Posting:** Weekly multi-platform content across Instagram, Facebook, and expanding
- **Performance:** Local merchant, partner, and catrina spotlights perform better than generic post
- **Blog Addition:** Blogs tend to get good views and is promoted through social and email marketing



OUR REQUEST

- **\$15,000 in promotional grant funding**, 100% dedicated to advertising, marketing, and promotion of the 2026 festival
- **MCDC recognized everywhere:** Logo and funding credit on all advertising, marketing, and promotional materials, per grant guidelines
- **A transition year that matters:** New venue, new date — strong promotion protects five years of attendance growth
- **Measurable results:** Final report within 30 days with attendance, geographic data, social and email analytics, and marketing samples





MCKINNEY DÍA DE LOS MUERTOS

Thank you for your support!

October 17, 2026